

MICHAEL EVANS

Michael Evans works together with attorneys, intellectual property firms and departments around the world to help them realize their business development goals. He has specialized in delivering business opportunities in the IP legal field with both clients and associates around the world since 2003. He has a proven track record in international sales, account management, and business development, as well as strong client-facing skills, experience at dealing at all levels of an organisation and identifying business opportunities.

He has enjoyed working in a business development capacity for the past 20 years and is a regular attendee of intellectual property events and conferences including INTA, AIPLA, BIO, LES, IPBC, IPO, PTMG, ITMA, AIPPI, and ECTA.



This is an opportunity for MIPLA members to attend an event with Michael Evans, Founder of BDforIP, who will be in Minneapolis to speak to the MIPLA members about his work with IP professionals around the world. Michael is a business development coach/mentor who works together with patent and trademark professionals helping them with different aspects including new business development, relationship development, client management including client retention, how to identify client growth and how best to maintain relationships with new contacts throughout the year. He will provide many practical tips and ideas that you can implement into your daily/weekly routine with immediate effect. In the afternoon, there will be an opportunity to speak with Michael one-on-one to discuss your own practice or department in more detail and to gain his expertise in a private setting. This option will be very popular though there will be limited availability so please book a time with Michael asap so as to avoid disappointment.