



## Jay Haverty Named Chief Operating Officer at Sokolove Law

*Haverty to Lead Service Operations, Information Technology and New Business Ventures  
for the Firm*

**May 6, 2010, Wellesley, MA** – Sokolove Law LLC, the leader in the reinvention of how people obtain legal services, today announced that Jay Haverty, formerly Chief Technology Officer (CTO), has recently been promoted to the role of Chief Operating Officer. In his new position, Haverty will support the CEO with day-to-day management of the overall business while overseeing Service Operations, Information Technology, and New Business Ventures.

“Jay is an incredible asset to our senior management team because of his strong business acumen coupled with his fierce desire to succeed. Drawing upon his past experience at Sokolove law and background working with private equity and venture capital firms, we are confident he will help us strengthen the current infrastructure while creating new business ventures that will position us for future success,” says Michael Skoler, Chief Executive Officer of Sokolove Law.

In his previous position as Sokolove Law’s CTO, Haverty was responsible for identifying new technologies and business opportunities in order to aggressively drive the firm’s future growth, improve its delivery of customer services and support the growing success of Sokolove Law’s co-counselors. Prior to being named CTO, Jay was Sokolove Law’s Director of Innovation. In that role, his focus was to build the firm’s core business by instituting best practices from various industries and to incubate new business opportunities.

Prior to Sokolove Law, Jay was a Senior Associate at Accretive, LLC, a New York based private equity firm specializing in large scale business process outsourcing and Jay served as Principal at Celsius Capital, a Shanghai-based venture capital firm, where he focused on telecommunication services. Before joining Celsius, Jay was a Consultant at Mercer Oliver Wyman, a financial services consulting firm, where he assisted clients on a broad array of strategic issues ranging from acquisition integration to business development and worked on the Corporate Finance team of Credit Suisse First Boston's Technology Group.

Jay graduated with honors from the Jerome Fischer Program in Management and Technology at the University of Pennsylvania with an M.S. in Telecommunications Engineering from the Engineering School, a B.S. in Systems Engineering from the Engineering School and a B.S. in Economics from the Wharton School.

#### **About Sokolove Law**

For nearly 30 years, Sokolove Law has reinvented how people obtain legal services. Our mission is to provide equal access to the civil justice system while ensuring superior quality legal representation. As a pioneer in legal advertising, Sokolove Law has grown to be the largest marketer of legal services in the country. Our proven business model matches particular client needs to the more than 400 law firms that we work with. The result is success for our clients and co-counsel. Sokolove Law operates as a limited liability company in all states except Virginia, California, Michigan, and Tennessee, where it operates as a limited liability partnership. Learn more about Sokolove Law at [www.sokolovelaw.com](http://www.sokolovelaw.com)

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