

# Lowenstein Sandler Adds Three New Leaders

Lowenstein Sandler announced that three professionals have joined the firm's senior management team. Victor Barkalov has joined the firm as its chief innovation & information officer (CIIO), Kevin Iredell is the firm's new chief marketing officer (CMO), and Mikhail Makarovsky is the firm's first director of pricing & profitability.

In a release, the firm said Victor Barkalov's newly expanded role of CIIO was created to increase synergies between knowledge management and IT. He will oversee Lowenstein's technology, data security, knowledge management, and legal research strategy and execution, in addition to driving innovation throughout the firm's practices and offices.

Barkalov joins the firm from Jackson Lewis P.C., where he was CIO & chief digital officer. He holds an M.B.A. from Columbia Business School and a B.S. in Information Systems, Mathematics, and Operations from New York University's Leonard N. Stern School of Business.

The firm said Kevin Iredell brings to the role of CMO a background in marketing, communications, branding, business development, operations, and public relations.

Formerly the director of business development at Stroock & Stroock & Lavan LLP, Iredell previously developed and led the marketing research and measurement group of Greentarget, a national public relations firm. For nine years, he was vice president of legal intelligence & marketing at ALM Media Properties, LLC. Iredell has a B.A. in economics from Villanova University and is an active speaker and board member of the Legal Marketing Association, where he has served as an executive board member for the Northeast Region and member-at-

large on the International Board of Directors.

The firm said Mikhail Makarovsky joined the firm earlier this spring as director of pricing & profitability, partnering with firm leadership, practice group leaders, and the business development team to design and implement strategies aimed at ensuring the effective and profitable delivery of legal services to clients through creative pricing partnerships, process improvement, and legal project management.

Makarovsky has more than 15 years of experience in pricing, business management, and billing for law firms, working to develop efficient pricing proposals, collaborate with clients, and create appropriate and competitive rates and fixed-fee scenarios for RFP submissions and other prospective client outreach. He previously served as director of pricing at Norton Rose Fulbright US LLP. An accredited legal pricing professional (ALPP), Makarovsky is a member of the True Value Partnering Institute's Pricing and Client Value in the Legal Industry cohort.