



## LANA MANGANIELLO

Director at Equinox Strategy Partners: Providing lawyers with strategic counsel to drive revenue and increase market visibility

### CONTACT

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## BUSINESS DEVELOPMENT COACH AND TRAINER

For over 15 years, Lana has been a leader in professional service sales and sales management. A graduate of the University of California, Irvine, Lana began her career building a financial planning practice with Northwestern Mutual, advising business owners, executives and service professionals on how to best protect their assets and investments. Following this success, she moved into leadership positions within two Fortune 500 companies; first with MassMutual as a Brokerage Director, and then with The Guardian Life Insurance Company as a Managing Director. She's devoted over 10 years to coaching new and experienced service professionals on topics related to annual business planning, business development coaching/training and marketing.

Lana is an avid volunteer in various organizations throughout Southern California, and she has served for many years as a "Big Sister" with Big Brothers Big Sisters of Los Angeles. She loves living in Southern California with her tall husband, two delightful daughters and a couple of crazy dogs.

## INDUSTRY EXPERIENCE

- LEGAL
- FINANCIAL SERVICES
- REAL ESTATE AND CONSTRUCTION
- START UPS
- EDUCATION
- RESTAURANTS AND HOSPITALITY

## COACHING PROGRAM

Lana works with lawyers one on one to determine growth objectives and then create a strategic road map that will result in increased revenue, fruitful relationships and ideal work.

We work together to define an expertise, devise tactics to increase visibility and establish a plan to grow strategic relationships. We examine challenges and hurdles as they appear and rework the plan as necessary.