

# SMOCK♦STERLING

## *Strategic Management Consultants*

### Smock Sterling Welcomes Its Newest and Fourth Partner

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Smock♦Sterling Strategic Management Consultants' three partners (John Smock, John Sterling, and Peter Giuliani) are proud to announce and present to the legal marketplace our newest and fourth partner – **Joe Walker**.

Joe brings an unusual and unique combination of experience as a law firm Managing Partner, President of a global company, in-house general counsel, and practicing trial attorney to Smock Sterling's vision of *"helping our clients develop and execute strategy."*

- He was Managing Partner for ten years (1987-1997) of Plunkett & Cooney, a highly regarded Michigan law firm where he led growth that doubled the Firm in size, revenue, and locations. He diversified the business base away from reliance on high volume/lower rate litigation, executed five successful mergers, developed a nationally recognized quality improvement program, and was an early founder of ALFA International, a leading law firm network.
- Joining R.L. Polk & Co as general counsel in 1998, Joe assumed increasing responsibility ultimately serving as President from 2000 to 2009 of Polk Global Automotive, a \$175m worldwide automotive statistical and marketing business (North America, European, and Asian businesses). He grew revenue from \$100m to \$175m and redeveloped the company's flagship technology product (PolkInsight).
- He practiced law as a trial attorney at Plunkett & Cooney for over 15 years, having tried over 100 jury trials involving sophisticated and highly technical subjects, such as accounting, commercial transactions, engineering, insurance, medicine, and patent and trademarks.
- Importantly, Joe has provided strategic management consulting assistance to a variety of law firms and technology focused companies over the years and, particularly, recently – with an emphasis on addressing strategy execution issues.

In addition to his professional experience, Joe has written and spoken widely on a variety of topics – with a particular focus on strategy development and execution. He has authored a book on his Polk experiences – **Leading a Motown Turnaround – How a 130 Year Old Company Became New Again**.

Joe will play a key role in our firm – originating and executing strategy consulting assignments, building strong client relationships, and providing thought leadership in the legal management field.

Please welcome Joe to our firm. He can be reached at [jwalker@smocksterling.com](mailto:jwalker@smocksterling.com) and (248) 505-4082. His more detailed resume can be seen by [clicking here](#).