

CEDS CERTIFICATION DELIVERS INSTANT CREDIBILITY AND BETTER CASE OUTCOMES FOR NEW YORK E-DISCOVERY FIRM

BIA has nearly two decades of experience with complex e-discovery projects and has been a trusted advisor to Fortune 500, AmLaw 200 and Forbes Global 2000 organizations. BIA invests in the Certified E-Discovery Specialist (CEDS) Certification for its sales and project management teams to help contain risk, reduce costs, and to ensure project success. Through its partnership with ACEDS, BIA has certified all of its Sales and Project Management staff. Clients recognize the high standards, and BIA leaders value the consistent outcomes and new business growth.

MARK MACDONALD stands out in the crowded and highly competitive world of e-discovery services. As Senior Vice President of Business Development at BIA, his enthusiasm for his colleagues, his clients, and his industry comes through in every sentence.

He cares more. He shares more. And perhaps, most importantly, he knows more because he's made e-discovery education the centerpiece of professional development at BIA.

His secret to success: training and certification in e-discovery best practices through 10 years of exposure to ACEDS and the CEDS certification.

MacDonald is one of 15 team members at BIA who hold the CEDS credential.

BIA's consistent year-over-year growth the past 10 years is a clear indication that BIA gets it.

"One of the first selling points we make in presentations and proposals is the fact that the entire BIA project management team is CEDS certified," MacDonald said. "It demonstrates our commitment to excellence, our attention to professional standards and controls, and our focus on consistent results. It builds trust and credibility quickly in a new business situation."

It doesn't end there. MacDonald says the CEDS certification also prepares him and his team for the toughest matters.

"Lawyers and litigation managers expect detail-oriented service and support," MacDonald said. "Our training, networking, and continuing education through ACEDS helps us stay current on tools and tactics and it gives us an edge over other firms.

Our knowledge and credentials help us win more business in competitive situations, especially since we can prove them in our processes and successful results."



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