The Art of Self-Promotion
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Morgan, Lewis & Bockius LLP
Program Overview

- Self-promotion is not a bad word. It is an important skill that is critical to leadership positions and achieving influence in an organization.

- Working hard and gaining experience often is not enough—just as important, and often overlooked, is making others aware of what you are accomplishing.

- Effective self-promotion does not come easily to everyone, and it is contrary to the values of humility and self-effacement many APA lawyers were raised to embrace.

- Overcoming the discomfort you may feel when letting others know what value you bring to the table is a critical skill APA lawyers must master.
Panelists
George Chen: Partner, Bryan Cave

- George is the chair of the intellectual property practice in the Phoenix office of Bryan Cave, and was a co-chair of the firm-wide Lawyers of Color Affinity Group. He is also the Immediate Past President of NAPABA. He partners with long term clients to develop, protect, litigate, and license intellectual property.

- His recent representations include: representing electronics companies, eCommerce and software companies, transportation and storage companies, and gun manufacturers in utility and design patent and trade dress infringement and unfair competition lawsuits; representing clients in trademark infringement, trademark dilution, and Internet cybersquatting lawsuits; representing software companies in copyright infringement and breach of contract lawsuits; and preparing and prosecuting patent, trademark, and copyright applications for his clients.

- George is recognized by Super Lawyers and Best Lawyers of America for excellence in intellectual property law and litigation, and has been honored as a Top Pro Bono Attorney by the Arizona Foundation for Legal Services & Education. He also is a co-inventor of 4 U.S. patents. George earned his B.S. in electrical engineering, with a minor in economics, from M.I.T. He worked as an engineer at Motorola, Inc. while he earned his M.S. in electrical engineering from Arizona State University, and before earning his J.D. with honors from Arizona State University’s Sandra Day O’Connor College of Law.
Jay Kim is Managing Director with the San Francisco office of Major, Lindsey & Africa. She focuses on in-house searches at MLA, and has placed attorneys in both small private companies as well as Fortune 500 companies. Jay recruits for a wide range of positions, including corporate counsel, IP, Compliance and General Counsel roles. Her client list includes companies in technology (Uber Technologies, Cadence Design Systems); life sciences/health care (Thoratec, Ventana Medical Systems, University Healthcare Alliance, El Camino Hospital); retail (Gap, Inc., BevMo!, PetSmart); financial services (Bank of the West), as well as private equity backed start-ups and companies (SafeNet, Prospira PainCare).

Jay has successfully partnered with MLA's Asia office on a General Counsel search for a NYSE-listed technology company in Seoul, Korea, and worked closely with Infosys headquarters in Bangalore, India, to place their General Counsel in Silicon Valley. Jay is a graduate of the University of California, Hastings College of the Law and litigated for five years, including experience at Gordon & Rees as an associate, and the Ninth Circuit Court of Appeals as a Legal Affairs Staff Attorney. After practicing law, she opened a small business and explored her creative side in music and fashion while traveling extensively. Since joining MLA in April of 2011, a majority of her placements have been diversity candidates.
Justice Goodwin Liu: Associate Justice of the California Supreme Court

- Justice Goodwin Liu was confirmed to office by a unanimous vote of the California Commission on Judicial Appointments and Governor Edmund G. Brown, Jr. administered the oath of office to Justice Liu on September 1, 2011. Before joining the state’s highest court, Justice Liu was Professor at the UC Berkeley School of Law. The son of Taiwanese immigrants, Justice Liu grew up in Sacramento, where he attended public schools.

- He went to Stanford University and earned a bachelor’s degree. He attended Oxford University on a Rhodes Scholarship and earned a master’s degree in philosophy and physiology. Justice Liu then went to Washington D.C. to help launch the AmeriCorps national service program and worked for two years as a senior program officer at the Corporation for National Service. Justice Liu graduated from Yale Law School in 1998, becoming the first in his family to earn a law degree. He clerked for Judge David Tatel on the U.S. Court of Appeals for the D.C. Circuit and then worked as Special Assistant to the Deputy Secretary of the U.S. Department of Education, where he developed and coordinated K-12 education policy.

- He went on to clerk at the U.S. Supreme Court for Justice Ruth Bader Ginsburg during the October 2000 Term. In 2001, he joined the appellate litigation practice of O’Melveny & Myers and worked on an array of antitrust, white collar, insurance, product liability, and pro bono matters.
Larry Tu: Senior Executive Vice President and Chief Legal Officer, CBS Corporation

Larry Tu serves as Senior Executive Vice President and Chief Legal Officer for CBS Corporation. Before joining CBS in January 2014, Tu served for more than nine years as General Counsel of Dell Inc. in Austin, Texas. Prior to working at Dell, Tu was General Counsel of NBCUniversal for three years, where he oversaw NBC’s acquisition of Telemundo, Bravo and Universal.

Previously, he acted as co-general counsel of Goldman Sachs Asia Pacific, where he was based out of Hong Kong. Tu practiced law for 15 years at O’Melveny & Myers LLP, specializing in corporate finance and M&A, including five years as the managing partner of the firm’s Hong Kong office.

Tu began his legal career as a law clerk for Judge Walter Mansfield on the U.S. Court of Appeals for the Second Circuit, and then for U.S. Supreme Court Justice Thurgood Marshall. He later served three years in the U.S. State Department’s Office of the Legal Advisor, where he was responsible for international trade and investment issues while working extensively with other government agencies, and also acted as a special assistant to the State Department’s Legal Advisor. Born in New York City, Tu is the son of Chinese immigrants. He attended Harvard University, where he majored in economics, then Oxford as a Rhodes Scholar. He later graduated from Harvard Law School. Tu is married and has two sons.
Michelle is a litigation attorney in the San Francisco office of Morgan Lewis. She focuses her practice on complex commercial litigation, representing corporate clients in matters such as civil and criminal antitrust litigation, California’s Unfair Competition Law (UCL) claims, and internal investigations.

Michelle represents clients in a variety of industries, including financial services, healthcare, and international technology, in proceedings in both state and federal court, such as multidistrict litigation, class actions, as well as arbitration proceedings. Michelle maintains an active pro bono practice representing clients in immigration proceedings. She successfully defended a detained refugee in removal proceedings, resulting in the complete dismissal of all charges against him and securing lawful permanent resident status for him, for which she was recognized by the Capital Area Immigrants' Rights Coalition as Pro Bono Lawyer of the Year.

Michelle is a Director-at-Large for the Asian American Bar Association of the Greater Bay Area (AABA), and previously served as the Education Committee Co-Chair for AABA. Michelle also serves as a member of the Embarcadero YMCA's Board of Managers. She is also a 2016 Fellow of the Leadership Council on Legal Diversity. Michelle earned her J.D. and LL.M. in International and Comparative Law from Duke University School of Law, and her B.S. in Comparative Literature from Boston University.
“People who do not self-promote are viewed as unsuccessful.”

Self-Promotion in Law

- “If you are working in a large law firm in the United States, it is undoubtedly an organization which I describe as a **white male-dominated hierarchical culture**.”

- “One example of a white male cultural custom is the **importance of self-promotion** within the culture. People who self-promote appropriately are viewed as successful. People who do not self-promote are viewed as unsuccessful.”

“Promotions are never just about the work.”

Too many Asians believe “if all they do is keep their heads down and work hard, they will likely get promoted.”

“Instead, promotions also hinge on an employee’s willingness to take risks . . . and to tastefully self-promote in order to remind supervisors of the person’s value to the organization.”

*Lydia Lum, “Breaking Through the Bamboo Ceiling,” Diversity & the Bar (May/June 2016)
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<thead>
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<th></th>
<th># of Attorneys</th>
<th>Minority Attorneys</th>
<th>Asian American Attorneys</th>
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- Less than 3% of Fortune 500 General Counsels (15 out of 500) are Asian Americans.
- Only 25 members out of 871 (2.8%) of the federal judiciary are Asian Americans.
What does this tell us?

“Asians are well-represented at the entry and middle levels of the work force, but all but absent from leadership tiers. . . . While our data show Asian professionals to be highly ambitious and motivated to reach senior positions at their companies, *they’re not getting there.*”

Challenges for Asian Americans

Stereotypes about Asian Americans
Cultural challenges
Lack of advocates in leadership
Stereotypes About Asian Americans

- Too quiet and reserved, reticent
- Hard-working, good producers
- Not assertive
- Submissive
- Good at math and science
- Uncomfortable with public speaking
- Lack of “executive presence”
- Bad at networking
- Not social with co-workers
- Won’t complain
Cultural Challenges

“Asians’ modest descriptions of their accomplishments and self-effacing answers to questions may mask leadership qualities.”

Lack of Advocates

“There are too many Asians who tend not to have sponsors of their own ethnicity—there are too few available!”

*Sylvia Ann Hewlett and Ripa Rashid, Asians In America: Unleashing the Potential of the Model Minority (2011).*
For [lawyers] who want to advance, self-marketing is critical.

Leigh Jones, “Makin’ It: As Fewer In Their Ranks Make Partner, Associates Discover the Importance of Self-Promotion,” The Palm Beach Daily Business Review (September 2, 2005).
What is self-promotion?

- Be confident in your abilities and skills. You deserve a seat at the table!
- Don’t be afraid to speak up and voice your opinion.
- Take risks! Move beyond your comfort zone to take on projects and leadership roles that are new challenges.
- Don’t undercut your accomplishments or be self-effacing. Be proud of who you are and what you have done.
What can you do?

- Seek out new opportunities like participating in key meetings and interacting with clients or leaders in your organization.
- Take on leadership positions in your workplace or community.
- Let people know about your accomplishments and recruit your mentors/sponsors to publicize your work.
  - Use LinkedIn updates
  - Report accomplishments in firm newsletters
  - Share key achievements with leaders in your group
References


- Lydia Lum, “Minorities As General Counsel, MCCA’s Annual GC Survey,” Diversity & The Bar (Nov./Dec. 2015).


