

# Brian Eftink to Join Panel for 2024 ACC Annual Meeting

Brian Eftink will join a panel at the Association of Corporate Counsel (ACC) 2024 Annual Meeting on Monday, October 7, 2024, led by the Small Law Departments Network. In the presentation, “How to Become the CFO’s Favorite: Transform Legal Into a Profit Center and Save Costs,” the panel will provide in-house counsel with strategies to generate profit through legal work and shift the perception of the legal department from a “cost center” to a “cost saver.”

Brian Eftink will join a panel at the [Association of Corporate Counsel \(ACC\) 2024 Annual Meeting](#) on Monday, October 7, 2024, led by the Small Law Departments Network. In the presentation, “How to Become the CFO’s Favorite: Transform Legal Into a Profit Center and Save Costs,” the panel will provide in-house counsel with strategies to generate profit through legal work and shift the perception of the legal department from a “cost center” to a “cost saver.” They will also offer guidance on leveraging incentives for job creation and investment, accessing grants and financial incentives to cut costs, and showcasing cost savings through litigation avoidance.

Brian is a shareholder with an innate business perspective that allows him to assist each client from their point of view. His vast experience in negotiating and drafting financial structures and agreements for businesses, coupled with his background in corporate matters, regulatory investigations, and various legal areas, provides him with a deep understanding of the importance of well-crafted contracts and innovative business solutions. Brian’s clients seek his counsel for his thorough understanding of the internal corporate environment and his sensitivity to each client’s perspective. For more information, visit [Brian’s bio](#).