

Program 9: **Leveraging AI to Supercharge Your Law Practice: For Beginners**

Presented by:



Michael Pierson, Partner, Key Counsel, P.C.

Michael S. Pierson is a Bay Area attorney with nearly 15 years of legal experience, blending sharp legal insight with a passion for innovation. As a partner at Key Counsel, P.C., he handles cases in civil litigation, trust, conservatorship and probate matters, earning a reputation for delivering results. Serving as a long-time Director on the Board of Directors for the Contra Costa County Bar Association, Michael is a recognized leader in the legal community.

Prior to becoming a lawyer, Michael earned a reputation in the entertainment industry, working alongside some of the biggest names in music, film and gaming. A proud graduate of UC Berkeley and John F. Kennedy School of Law, he also served as a law professor, mentoring the next generation of attorneys. Outside of his legal career, Michael is an avid traveler, family man, and professed tech nerd, always pushing the boundaries of what's possible—both in and out of the courtroom.

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