

# Business Partner Spotlight

## Jordan Bass



**My name is:** Jordan Bass.

**I work for:** Impact Networking.

**The company's product or service is:** Impact is in the technology market, offering Business Process Optimization, Print & Document Management, Branding, Design & Marketing and Managed IT & Cloud Solutions.

**The company has/is:** My company is a vibrant, employee-centric organization that has grown 27% year over year since it started in 1999.

**My title is:** Senior Account Manager.

**Before becoming a business partner to the legal market, I was:** A student at Purdue University.

**I entered the legal market because:** I initially chose to work with the legal market because the solutions that Impact offers provides the much-needed services that help streamline operations at law firms and throughout the legal space.

**I have a degree in:** Selling and Sales Management from Purdue University.

**I support ALA because:** Law firms constitute a large portion of my client base. I have had the privilege of aligning myself with the legal community and the ALA through the years, and I consider these relationships beneficial.

**To be successful in the legal market, one has to:** Truly understand the specific challenges faced by law firms and be able to collaborate to resolve them.

**The thing I like best about being a business partner to the legal market is:** It gives me the opportunity to meet new people and make meaningful connections. It

is a wonderful, tightly-knit community to be part of.

**The best advice I have received is:** Treat others the way you want to be treated.

**The best advice I would give to someone just entering the legal market is:** Have patience and be creative because every firm is unique.

**I try to motivate myself and/or my staff by:** Measuring all of my successes and setting S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, and Timely) goals.

**Three things I do well are:** Organize, plan, and I can do a pretty awesome head stand!

**While I love my current job, my dream job would be:** Either a farmer or a fashion designer.

**The last good book I read was:** I recently completed the Game of Thrones series. I am a fan of both the book series and the TV show.

**The last good movie I saw was:** Zootopia – amusing for both kids and adults with an impactful message. I highly recommend it.

**The last vacation I took was:** To Puerto Vallarta, Mexico with Impact for our annual All-Company Trip.

**In my free time, I:** Love to cook, run, explore the city, and spend time with my husband and our 14-month old son, Thomas. 🍷