

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. 🍷