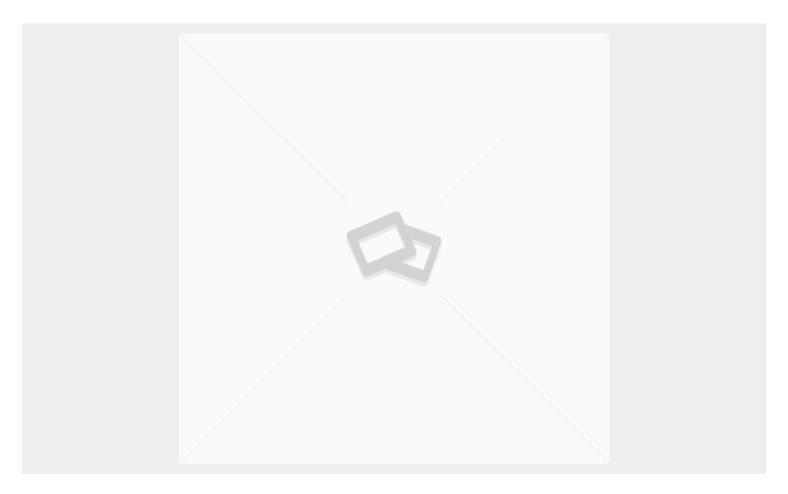
HOW CAN GENERAL COUNSEL DEMONSTRATE THEIR VALUE TO THE COMPANY?

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Iñigo Cisneros , head of legal at Mediapro, and Moray McLaren, director at Redstone Consultants and co-director of the Lawyers Management Programme at IE Law School, discuss the "the more for less challenge" in legal departments and explain how general counsel can demonstrate how they bring financial benefits to their companies.