

Ron L. Avenida

Chief Operating Officer

✉ AVENIDA@WTOTRIAL.COM

☎ 303.244.1996



Ron Avenida brings nearly two decades of law firm leadership experience to bear for WTO. As the firm's first Chief Operating Officer, Ron is elevating the ways that WTO conducts business and provides excellent client service across all of its departments. Ron has achieved exceptional results for firms in areas including culture, technology, recruiting, and profitability.

Prior to joining WTO, Ron served as the COO of a prominent midsize law firm in California. He also worked his way up as an administrative leader in two Am Law 100 firms before focusing his efforts and energy on leading midsize law firms. In addition to his legal experience, Ron has served as a co-founder and COO of a Silicon Valley startup.

Credentials

Education

Saint Mary's College of California, M.B.A., 2010, Management & Global Business

California Polytechnic State University - San Luis Obispo, B.S. 1992, Business Administration, Management

Western Legal Leadership Council, Founding Board Member
Association of Legal Administrators, Member

Saint Mary's College Graduate Business Alumni Council
Cal Poly Center for Leadership - Alumni Mentoring Program

Meyers Nave, P.C. - Chief Operating Officer
Jeffer, Mangels, Butler & Mitchell LLP - Executive Director
Gaw Van Male LLP - Executive Director
Jeepnee Inc. - COO & VP, Strategy & Business Development
Skadden, Arps, Slate, Meagher & Flom LLP - Office Administrator
White & Case LLP - Office Administrator