



Insurance Defense Marketing Panel Counsel News

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By Margaret Grisdela

Walmart Drops “Stores” from Name

After 47 years, Wal-Mart Stores, Inc. is changing its legal name to Walmart Inc., effective Feb. 1, 2018. The new name reflects the global retailer’s growth into an “omni-channel” retailer.

Perhaps of more interest to insurance defense law firms, the retailer has deactivated a former web page providing instructions on how law firms could submit an application to be considered as a panel counsel member.

The only way to get on the Walmart panel counsel program now is to either already be approved counsel, or to be recommended by a Walmart in-house attorney. Diversity of counsel remains an important priority for the retailer.

XL Catlin Adds Marine Contractor Line



The U.S. marine contractor industry is the target of a new insurance offering from XL Catlin. The new “insurance solution” will offer a combination of services including hull, general liability, primary and excess, builders’ risk, property, cargo, and commercial auto.

Maritime defense firms can visit the XL Catlin website for more details.

USAA Filling 1,000 Phoenix Tech Jobs

USAA recently announced plans to hire up to 1,000 technology professionals by the end of 2020 at its Phoenix campus. This expands the firm’s current Phoenix employee base of 4,500.



The new jobs will be part of the larger Chief Technology and Digital Office consisting of technology, innovation, digital experience, data and analytics, and design. USAA strives to bring innovative products to market using the latest in technology advancements.

USAA is also expanding staff in Plano, Texas, Colorado Springs, Colo., and Tampa, Fla.

Liberty Mutual Acquires Ironshore



Ironshore was acquired by Liberty Mutual in 2017, and merged into the Liberty International Underwriters division.

Ironshore provides broker-sourced specialty commercial property and casualty coverages for varying risks located throughout the world. It has more than 30 offices, including Ironshore’s Lloyd’s Pembroke Syndicate 4000 in London.

Watch for the next issue of *The Panelist*, coming soon!

Insurance Defense Marketing Strategies **Courtesy of Legal Expert Connections, Inc.**

Panel Counsel Marketing Campaigns for Insurance Defense Law Firms

If your insurance defense law firm is asking how you can get on more insurance panels in 2018, give us a call. We have helped more than 125 insurance defense law firms pursue new insurance panel counsel clients.

Legal Expert Connections, Inc. offers three key benefits to insurance defense law firms nationwide:

1. **We are the leading U.S. legal marketing agency specializing in the insurance defense market.** We know the panel counsel process, and can accelerate your business development efforts by identifying who you need to contact.
2. **Save time and money.** You get quality marketing materials and targeted, accurate prospect lists. We use a proven three-step business development program that brings discipline, focus, and productivity to your law firm's marketing efforts.
3. **Increase revenue** with professional, on-going legal marketing campaigns. We do the research to identify insurance panel managers, so you can maximize your opportunity for new panel counsel appointments.

Contact Margaret Grisdela, an insurance defense marketing consultant, at **1-866-417-7025** or via [email](#). Connect with [Margaret Grisdela on LinkedIn](#).



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