

Renee Spertzel
Vice President, Practice Development
JAMS

Renee Spertzel is the Vice President of Practice Development for JAMS, the largest private alternative dispute resolution (ADR) provider in the world. In this role, Renee drives revenue growth by building and enhancing the complex practices of ADR service providers through strategic business development and marketing initiatives.

Leading the practice development team, Renee focuses on strategic planning to identify growth opportunities and expand market presence. This includes developing tailored business plans, coaching neutrals on business development, and executing targeted marketing campaigns. Renee also facilitates client outreach efforts, plans high-impact events, and arranges sponsorships to enhance visibility. By coordinating closely with PR and advertising teams on digital marketing and media strategies, Renee ensures that business goals are aligned with market demands, driving sustained growth in local, regional, and global markets.