

Episode 65: Guest bios

Episode name: The Future of the Profession: Building Law Firms for the 21st Century

Guest(s): Demetrio Zema

DEMETRIO ZEMA

Founder and Director, Law Squared

Demetrio is the founder and director of Law Squared, a NewLaw firm specialising in working with Australia's leading disruptive businesses, corporates, ASX listed entities and multi-national clients. Founded in 2016, Law Squared has grown rapidly to become 'Australia's most innovative law firm' and become a leader in NewLaw and legal innovation.



An accomplished entrepreneur and lawyer having worked with many listed, large unlisted, NFP's and venture capital funds, Demetrio is focused on providing a true alternative to the traditional law firm model. By focusing on outcomes and culture, and dispensing with hierarchy and time based performance metrics, Demetrio has led Law Squared to the growth it has achieved today. Aside from working closely with his team in building the Law Squared brand and client service delivery, Demetrio has extensive experience in board governance, strategic advisory and business advisory work, supporting many Chairs, CEO's and General Counsel's across the Law Squared client base.

Leading a globally recognised NewLaw firm, Demetrio has received numerous awards and recognitions for the growth, impact and innovation Law Squared has achieved since its launch in 2016. Outside of law and entrepreneurship, Demetrio plays an active part in the not-for-profit community and is currently Chair of the Board of the Victorian Deaf Society Ltd (Expression Australia) and director of The Pride Fund Ltd. Demetrio also plays an active role as director of Zema Estate a wine and agricultural business located in Coonawarra, South Australia.

DAVID TURNER

Host



David Turner has a gift for teasing out people's stories, so it's no wonder he is Hearsay's host. With a double Bachelor of Arts and Laws from Macquarie University, he is also an MBA candidate at UNSW's Australian Graduate School of Management.

When he isn't interviewing people on Hearsay, David is a lawyer at Assured Legal Solutions, a boutique financial services law firm located in Sydney's CBD. Prior to joining Assured, he was called to the NSW Bar, and is a former President of NSW Young Lawyers and a former Councillor of the Law Society of NSW.

David spends the little downtime that he has left reading historical fiction and tinkering on home improvement projects.

You can access David's bio on the Assured Legal Solutions website [here](#).