

Legal Industry Veteran and Best-Selling Author Norman Bacal Joins Kaitongo's Advisory Board

Former Bay Street titan joins Kaitongo to empower firms and lawyers to build meaningful, client-centric relationships through the power of content

Norman Bacal

Joins Kaitongo's Advisory Board



Ontario, Toronto, May 31, 2021 ([Issuewire.com](https://www.issuewire.com)) - Kaitongo Inc., a legal intelligence platform that offers lawyers access to carefully curated, sector- and client-focused insights, appoints industry veteran, Norman Bacal to its advisory board.

“Norm is a gifted lawyer with a wealth of experience advising some of the world’s most innovative and entrepreneurial companies. We are truly honored to have him join our advisory team” said Sumathi Pundit Founder and CEO of Kaitongo. “His experience and deep connections to the Canadian legal industry—and beyond— are a tremendous asset to Kaitongo as we move onto the next stage of the company’s success.”

Norman is uniquely positioned to help Kaitongo in its journey of making a difference within the legal services domain. He brings real-world legal and business expertise and wisdom to the Kaitongo table. Norman built and led one of Canada’s most prestigious law firms through thick—and thin. He has long been a sought-after legal and business advisor to the arts and film industry in Canada and beyond, having served on the board of a Hollywood studio for almost ten years and having represented companies, such as Warner Bros, MGM, Sony, and Lionsgate, and continuing to advise Canadian film distribution and broadcast companies.

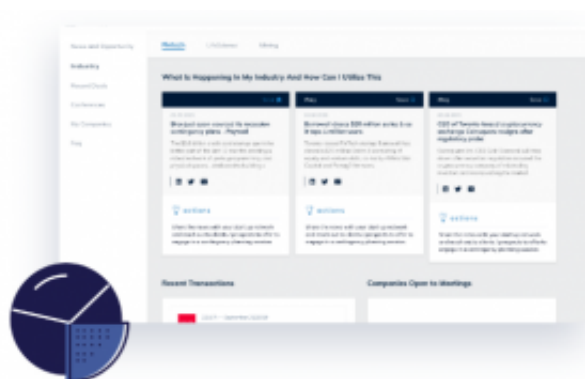
“Amassing business intelligence in a particular industry is critical to accessing new clients and keeping up to speed on the industries in which your clients are active,” said Norman. “Kaitongo is a platform that delivers a targeted flow of information, direct to your screen. Professionals barely have time to keep up and this tool is a huge time saver in delivering the business news you need to know without having to comb through multiple sources. Speed of delivery of targeted information, and the elimination of research time is a compelling combination. It’s why I look forward to working with Sumathi and the rest of the team to achieve their mission.”

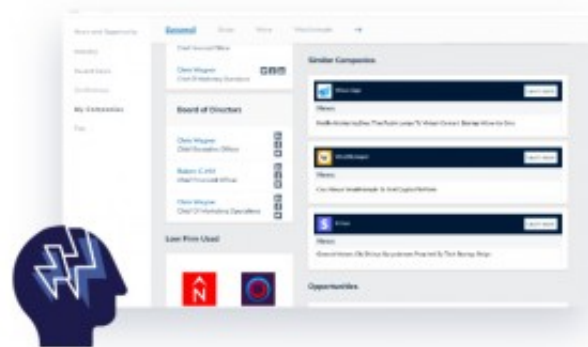
Norman is no stranger to adversity in his legal career, and he’s committed to taking those learnings to the future of the industry. It’s why he’s published *Take Charge*, a manual for future lawyers on the soft skills they need to master in order to advance their career, as well as a memoir *Breakdown* that became a Globe and Mail best-seller.

For further information, please contact Sumathi Pundit at sumi.pundit@kaitongo.com

About Kaitongo:

Kaitongo is committed to helping law firms maintaining and acquiring an edge within the highly competitive legal landscape. A sector-centric approach to servicing legal clients is the cornerstone of Kaitongo’s offering. Kaitongo’s AI-powered sector and client insights platform were designed to help lawyers and their revenue enablement teams turn actionable business information into meaningful conversations and, ultimately, help law firms fulfill their commitments to client excellence.





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