Frontline Managed Services Expands Advisory and Customer Success Leadership to Advance Outcome Focused Growth

Heather Collins Jacobson and Amber Schreier bring decades of legal industry experience as Frontline deepens strategic advisory

Frontline is expanding its leadership in two areas that are central to how we create value for law firms: strategic advisory and customer success.

ST. LOUIS, MO, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Frontline Managed Services, a leading global provider of advisory led Managed Business and IT Operations purpose built for the legal industry, today announced the appointments of Heather Collins Jacobson as Vice President of Advisory Services and Amber Schreier as Vice President of Customer Success.

The appointments reflect Frontline's continued investment in an advisory led, outcome focused business model that brings together strategic guidance, specialized legal expertise, technology and managed operations to help law firms improve performance and realize greater value from their investments.
Law firms are navigating growing complexity across technology, AI, cybersecurity, financial performance and client expectations. At the same time, firm leaders are under greater pressure to connect investments to measurable business results.

Frontline is evolving its services to help clients identify the right priorities, translate them into practical plans, execute effectively and continuously optimize over time.

"Law firms do not need more technology or more services for their own sake. They need the right expertise around the table to determine where change will create the most value and the operating capabilities to make it happen," said Tim Britt, Chief Executive Officer of Frontline Managed Services. "Heather and Amber bring tremendous legal industry experience to two

areas that are increasingly critical for our clients. Heather will help firms navigate complex business and technology decisions and turn strategy into action. Amber will strengthen how we engage with clients throughout the relationship, understand their evolving priorities and remain accountable for the value we deliver."

Expanding Strategic Advisory for the Business of Law

As Vice President of Advisory Services, Jacobson leads Frontline's growing Advisory Services practice, working directly with law firm leaders to assess performance, establish priorities and build practical roadmaps across business operations, technology, AI and organizational transformation.

Frontline's Advisory Services capabilities include IT strategy and technology modernization, business process optimization, AI strategy and enablement, merger and acquisition planning and integration, and performance improvement planning. The practice is designed to help firms move from isolated initiatives toward a more deliberate approach that connects investments with firm strategy and measurable results.

Jacobson brings 20 years of experience helping law firms and corporate legal departments strengthen financial performance, modernize technology and improve operations. She has held senior leadership roles at The Cavanagh Law Firm, Axiom Advice & Counsel, Deloitte, UnitedLex Corporation and Huron Legal, advising managing partners, boards and executive leadership teams on complex transformation and performance initiatives.

"Law firms have no shortage of priorities competing for attention and investment," said Jacobson. "The challenge is deciding what will materially improve the business, building a realistic path forward and creating the discipline to follow through. Our Advisory team brings legal industry context and practical operating experience to those decisions so firms can move from strategy to measurable improvement."

Strengthening Customer Success Around Client Outcomes

As Vice President of Customer Success, Schreier leads the continued evolution of Frontline's customer lifecycle strategy, with a focus on executive engagement, client experience, customer health, retention and advocacy.

Her mandate is also central to Frontline's outcome focused model. As the company expands its portfolio across advisory, business operations, legal technology and managed IT, Customer Success will help connect client priorities across those capabilities, establish shared measures of success and identify opportunities to create additional value as a firm's needs evolve.

Schreier brings more than 20 years of experience working with law firms and corporate legal departments on operational, technology and business transformation initiatives. Prior to joining Frontline, she served as a Managing Director within Protiviti's Legal Consulting & Advisory Services practice, where she advised hundreds of legal organizations on business challenges, operational improvement, technology strategy and transformation.

“Client success starts with understanding what a firm is trying to accomplish, not simply what services it is buying,” said Schreier. “Our job is to stay connected to those priorities, bring the right expertise to the conversation and make sure clients can see the value of the partnership in the results they achieve. I am excited to build on the relationships Frontline has established across the legal industry and create an even stronger model for how we support clients as their businesses evolve.”

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