



# Josh Schmerling

Chief Strategy Officer & Co-Founder | Partner



## AI & LAW FIRM INNOVATION

- AI Integration in Personal Injury Law
- From Hours to Minutes: How AI Streamlines Case Review
- The Future of Law Firm Profitability
- Building a Modern PI Firm



## TRIAL STRATEGY & CASE VALUE

- Maximizing Case Value Through Data
- Trial Tactics That Move the Needle
- How to Try a Case
- Should All Cases Be Tried The Same?



## LAW FIRM GROWTH & LEADERSHIP

- Scaling a PI Practice from 15 to 1000 Cases
- Operational Excellence for Lawyers
- Mentorship & Legal Leadership

## Bio

Josh Schmerling scaled Zirkin & Schmerling Law from 15 to over 1000 active cases, securing over 50 million in client recoveries. As Co-Founder of LawPro.ai, he combines firsthand legal experience with cutting-edge technology to help personal injury firms increase efficiency, case value, and profitability.

Appointed by Maryland Governor Larry Hogan to the Judicial Compensation Commission, Josh has been recognized by Super Lawyers (2020–Present) and as one of National Trial Lawyers’ Top 40 Under 40. He regularly teaches and speaks on topics that merge trial strategy with modern law firm innovation.

## SPEAKING ENGAGEMENTS

