

Pern Opland

Director of Business Development & Growth



Connect with Pern

(303) 284-1050

popland@www.gouldratner.com

Bio

Pern Opland works with attorneys to turn business development opportunities into meaningful growth. Drawing on more than 20 years of experience in the legal industry, he takes a practical, strategic approach to providing the insights and ongoing support attorneys need to build relationships and pursue new business. He also works with firm leadership to identify opportunities across practices, industries, and markets, helping shape the firm's broader direction.

Recognizing the demands on attorneys' time, Pern focuses on making business development both purposeful and practical. He helps attorneys prepare for important conversations and opportunities, identify clear objectives, and establish next steps that maintain momentum. His approach emphasizes consistent action and measurable progress, positioning attorneys to strengthen their individual practices.

Pern also brings greater coordination to business development across the firm, connecting attorneys and practices where their relationships, capabilities, and goals intersect. By encouraging collaboration and a more unified approach, he works to ensure individual efforts support broader firm priorities.

Before joining Gould & Ratner, Pern held business development and marketing leadership roles at several prominent law firms, including Am Law 50, Am Law 100, and Am Law 200 firms.

Credentials

Education

Colorado State University

University of Wisconsin-Madison

News
