

## SEELIN NAIDOO

LEADER OF NUMEROUS  
STRATEGIC ACQUISITIONS &  
MAKER OF INCREDIBLY  
TALENTED & DIVERSE GLOBAL  
TEAMS

### Seelin Naidoo, CEO, Frontline Managed Services

Seelin Naidoo began his career with Moore Business Forms, where he worked his way up from a Sales Representative position to Vice President and General Manager. Later, Seelin served as the Vice President and General Manager of Kelly Service's outsourcing division, and then as Senior Vice President at Trustinus – a global outsourcing company. These early career opportunities enriched Seelin with vast expertise in selling and launching outsourced operations across Europe, Mexico, Canada and India. This came extremely handy for him in 2004, when he took the next big step in his career by joining Frontline Managed Services – a global leader in providing outsourced solutions. Today, Seelin lives an actualized life in his summer lake house situated in Michigan, US. These early career opportunities enriched Seelin with vast expertise in selling and launching outsourced operations across Europe, Mexico, Canada and India. This would come in handy in 2004, when Seelin took the next big step in his career by joining Frontline Managed Services – a global leader in providing outsourced solutions. Nowadays, Seelin lives an actualized life from his summer lake house situated in Michigan, US.

**Hobbies:** Avid Golfer and Boater

**Favorite Cuisine:** Indian

**Favorite Book:** 'Long Walk to Freedom', book by Nelson Mandela

**Favorite Travel Destination:** Cape Town

**S**ince joining Frontline Managed Services in 2004, Seelin has helped the company reach new heights in the Global Legal industry by spearheading several successful business transformations and business acquisitions.

During his tenure, Seelin has played a pivotal role in evolving Frontline Managed Services into a global leader in managed services for law firms. As a result of Seelin's inputs, the company is now serving more than 600 law firms, with over 850 employees worldwide and growing.

Recently, CEO Insights Magazine got an opportunity to connect with the veteran. In the interview, Seelin shared in detail the growth and unique position that Frontline Managed Services enjoys today. Excerpts from the recent interaction.

### Enlighten us about Frontline Managed Services as an organization and its position in the global market today.

We are the leading global provider of outsourcing solutions in the legal industry. We connect more than 600 law firm clients with administrative and IT services in ways that were never previously imagined, leading to an average of 10 times return on investment and a 40 percent reduction in overall operating expenses. In India, we have operations in Goa and Hyderabad. In the US, we have offices in Atlanta, Honolulu, Nashville, Philadelphia, St. Louis, Toledo, and Washington, D.C., and we have another office in London. We have over 850 em-



ployees across those markets and can offer best-in-class wages and benefits for those regions.

### What are the values that the company represents, and how are they reflected in the value additions offered to its clients?

We are committed to supporting a diverse workforce where business results are achieved through the collective skills, abilities and talents that drive our success. Through respect for one another, our clients, and our business partners, we foster an environment of respect and fairness in all our business interactions. Together we are building a workforce of like-minded individuals in our commitment to exceptional customer service.

Innovation is an essential aspect of our DNA. We've promised to remain out front on every front for our clients and industry, which means staying ahead of the curve of legal service delivery by leveraging our significant presence to lead the legal industry forward and optimizing our client's business in every aspect.

### In your professional journey so far, what has been the business mantra that shaped you into the individual, you are today?

I've always been driven to lead business transformation to deliver world-class service to clients, no matter what that service might be. This includes adding value to our clients' businesses, growing our footprint to extend services even further, and adding the most talented professionals to our team to help us innovate throughout their careers.

### What is your perception of future market behavior and opportunities? What are the goals you aspire to achieve?

The legal industry has gone through a few transformative years, and we expect that to continue. Law firms have a real opportunity to harness tech innovation at every front of their business to optimize operations, profitability and ultimately, results for their clients. As the service delivery model evolves, our aspiration remains to be out front of these innovations for our clients and the industry. [CEI](#)

LEADERS IN MANAGED SERVICES



TOP10

**LEADERS IN MANAGED  
SERVICES - 2022**

The graphic features a blue and gold ribbon-like design on the left side. A gold seal with 'CEO Insights' is attached to the ribbon. The background is a light gray checkered pattern.

**CEO Insights**

IS PROUD TO PRESENT

**SEELIN NAIDOO**  
**CEO, Frontline Managed Services**

AS ONE OF THE  
Top 10 Leaders in Managed Services - 2022

This is an annual recognition that showcases exceptional leaders in the managed services industry who guide the industry to its future by setting benchmarks across several key parameters

**Sujith Vasudevan**  
Managing Editor