



Heidi Reiff grew up in Palm Beach Gardens, Florida. A graduate of the University of Florida, with a Bachelor of Science degree in Journalism and a minor in Psychology, Heidi received her Juris Doctor degree from Nova Southeastern Law School in 1988. In law school, Heidi actively participated in the school's local Chapter of the American Association for Justice (formerly known as the American Trial Lawyers Association, ATLA), in which she served as Secretary and then Vice President. She also participated in ATLA trial competitions across the state of Florida.

Knowing that she wanted to be a litigator, Heidi began her legal career as a Broward County Assistant State Attorney, where she prosecuted over 150 criminal jury trials. In addition, she educated new Florida drivers through the statewide Drug Alcohol and Traffic Education program from 1989 through 1996.

In 1993 she began a strong career as a trial attorney for Allstate Insurance Company. She represented not only Allstate, but also those individuals and businesses that were insured by the company. She held this employment for 12 years, during which time she litigated over 100 personal injury jury trials.

At Lesser, Lesser, Landy & Smith, PLLC, Heidi continues to work hard for her injured clients and their families, always holding true to her high standard of professionalism and ethics. Her extensive trial experience, especially as a defense attorney for a major insurance company, makes her an asset to the firm and any injured client she has the pleasure of representing. Heidi concentrates her practice in the areas of personal injury and wrongful death litigation.

PRACTICE AREAS:

- Personal Injury, Wrongful Death Litigation, and Other Related Injury Cases.

MEMBERSHIPS:

- Palm Beach County Justice Association; President-Elect 2011, Chair of Giving for Justice Committee 2011, Treasurer 2010, Secretary 2009, Board of Directors since 2007.
- Florida Justice Association (formerly the Academy of Florida Trial Lawyers).
- Florida Association of Women Lawyers (FAWL), Co-Chair of Judicial Reception Committee, 2010, 2011.
- The Florida Bar.
- United States District Court, Southern District of Florida and the Middle District of Florida.
- American Association for Justice.
- American Board of Trial Advocates, Advocate Member, Civility Committee.
- Palm Beach County Bar Association.

COMMUNITY INVOLVEMENT:

- MorseLife Geriatric Center Board of Directors, 2008 - present.
- ArtiGras, Co-Chair of ArtiKids, 2009, 2010, 2011.
- Anti-Defamation League, Glass Leadership Institute, 2011.
- Palm Beach Business Associates, 2011.
- Girls Leadership Institute, Committee Member, 2011.
- School Advisory Counsel, Lighthouse Elementary School, 2011.
- Raise the Bar/Women's Foundation, Co-Chair, 2010.
- Florida Bar Professionalism Committee, 1995-1998.

PERSONAL:

- Born in Newark, New Jersey.