

CMO SIG



February 2020

Members

This group is comprised of LMA members who are the most senior in-house marketing and business development leaders of law firms and other professional services firms based in NY, CT, NJ and PA.

2020 Programming

Objectives: The CMO SIG aims to meet the professional development needs of the most senior members of the Metro New York Local Group. The group's meetings and networking events provide an informal, intimate setting for sharing and learning.

Format: Guided discussions, networking and social events

2020 Programs Planned to Date

- February 27 – Mental Health & Leadership – Managing Your Team, Yourself and Your Working Environment; Speaker: Mark Goldberg (Latham & Watkins)
- March 18 – Insights from Citi on Legal Industry Trends and the Impact on Law Firm Business Development; Speaker: Gretta Rusanow (Citi Private Bank's Law Firm Group)
- April 15 – Creating Synergies Using Strategic Marketing Techniques; Speaker: Carol Greenwald
- June – Enhancing Your Personal Leadership Skills (3 Hour Workshop); Speaker: Susan Duncan
- September - Leading from Behind; Speakers: Elise Holtzman (Lawyers Edge), Jennifer Manton
- November - TBD
- December – Unconscious Bias; Speaker: Jessica Cortes (Davis & Gilbert)

In 2019, we held a number of well-attended sessions:

- 2018 Legal Marketing and BD Industry Trends; Speaker: Eva Wisnik
- Trends and Market Disruptors; Speakers: Jennifer Manton, Ben Greenzweig
- Learning the Hard Way: Tips from a Veteran of 20+ Web Projects, Deborah Gaines
- Best Practices in Law Firm Business Development and Marketing; Speaker: Deborah Farone
- Story Telling for Business – Harnessing the Power of Story; Speaker: Tracey Segarra
- CMO Summer Networking Event

CMO SIG Leaders

Dawn Longfield

Chief Marketing Officer, Davis & Gilbert
212-468-4981 / dlongfield@dglaw.com

Despina Kartson, Global Director, Business

Development and Communications, Jones Day
212-326-3880 / dkartson@jonesday.com