

Wisnik Industry Snapshot Survey Heads of Marketing & BD

By Eva Wisnik

August 2015



Our goal is to help
you achieve your

goals

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Our Goal Is To Help You Achieve Your Goals

Dear Friends of Wisnik,

We are excited to share the results of our most recent Marketing & BD Industry Snapshot Survey with you! These results are based on a July 2015 survey sent to Heads of Marketing/BD at top law firms, 90% of which were AmLaw 100. Thank you to all of those who participated!

Our goal in sharing this information is to offer some insights into the current state of law firm Marketing/BD departments. We were especially interested in capturing the current structure of departments (i.e. BD vs. Mar/Comm), size of department vs. firm size, and where firms are investing in additional talent. Based on your responses, there is clearly an emphasis on expanding the BD function. We also found that once firms are over 250 attorneys, there is about a 2:1 ratio of BD to Mar/Comm professionals. These numbers, as well as the high percentage of NEW roles being added in BD, are very reflective of what we have been seeing in the hiring market over the last 18 months – namely, a strong focus on growing the BD function.

We hope that you find the enclosed information valuable. If there is any way we can help you achieve your goals, please let us know.

All the best,

*Eva Wisnik
& Ann Sawner*

Bios



Eva Wisnik
President



Ann Sawner
Manager of Operations

Eva Wisnik founded **Wisnik Career Enterprises, Inc.** in 1996 after serving as Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. She has worked with over 100 law firms, including 74 of the AmLaw 100. Eva has conducted over 600 training programs for attorneys on topics that include Business Development Skills, Time Management and Myers Briggs and has conducted over 35 salary surveys for law firm professionals since 1998. Eva holds an MBA in Marketing from Fordham University and a BA in Psychology from Barnard College.

Ann Sawner is Wisnik's Manager of Operations & Special Projects. Ann holds a Master's in Organizational Psychology from Columbia University. In addition to working with clients and candidates, Ann also develops training programs and has managed and analyzed data from over 18 legal industry salary surveys. She earned her BA from the University of Virginia in both Economics and Spanish.

Who Responded?

38 Heads of Marketing/BD

Title:

- Chiefs: 17
- Directors: 21

Firm size:

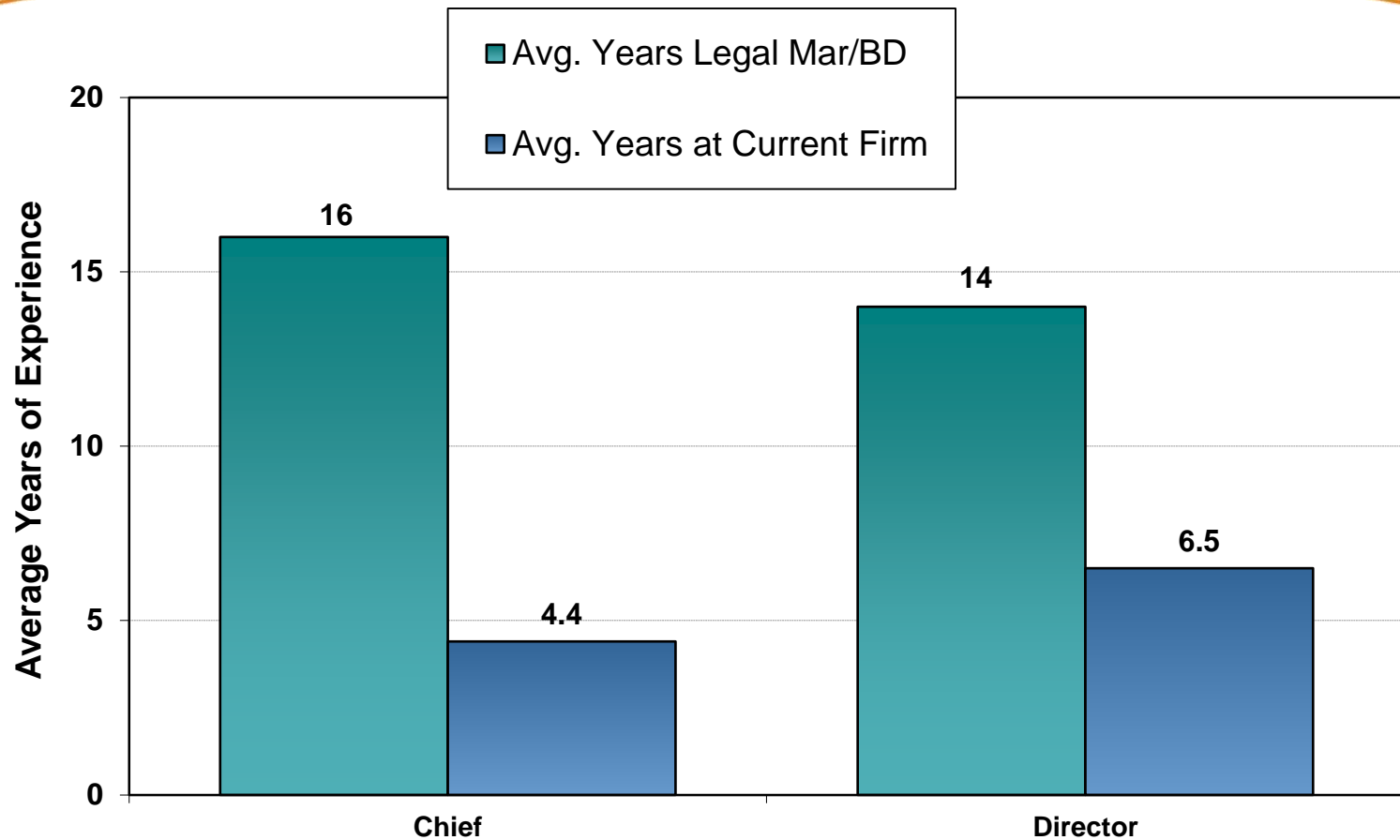
- 1-250: 8
- 250-500: 14
- 500-750: 4
- 750-1000: 2
- 1000+: 10

Location:

- New York: 23
- Washington, DC: 7
- San Francisco: 2
- Other: 6
 - Atlanta: 1
 - Boston: 1
 - Chicago: 1
 - Dallas: 1
 - London: 1
 - Los Angeles: 1

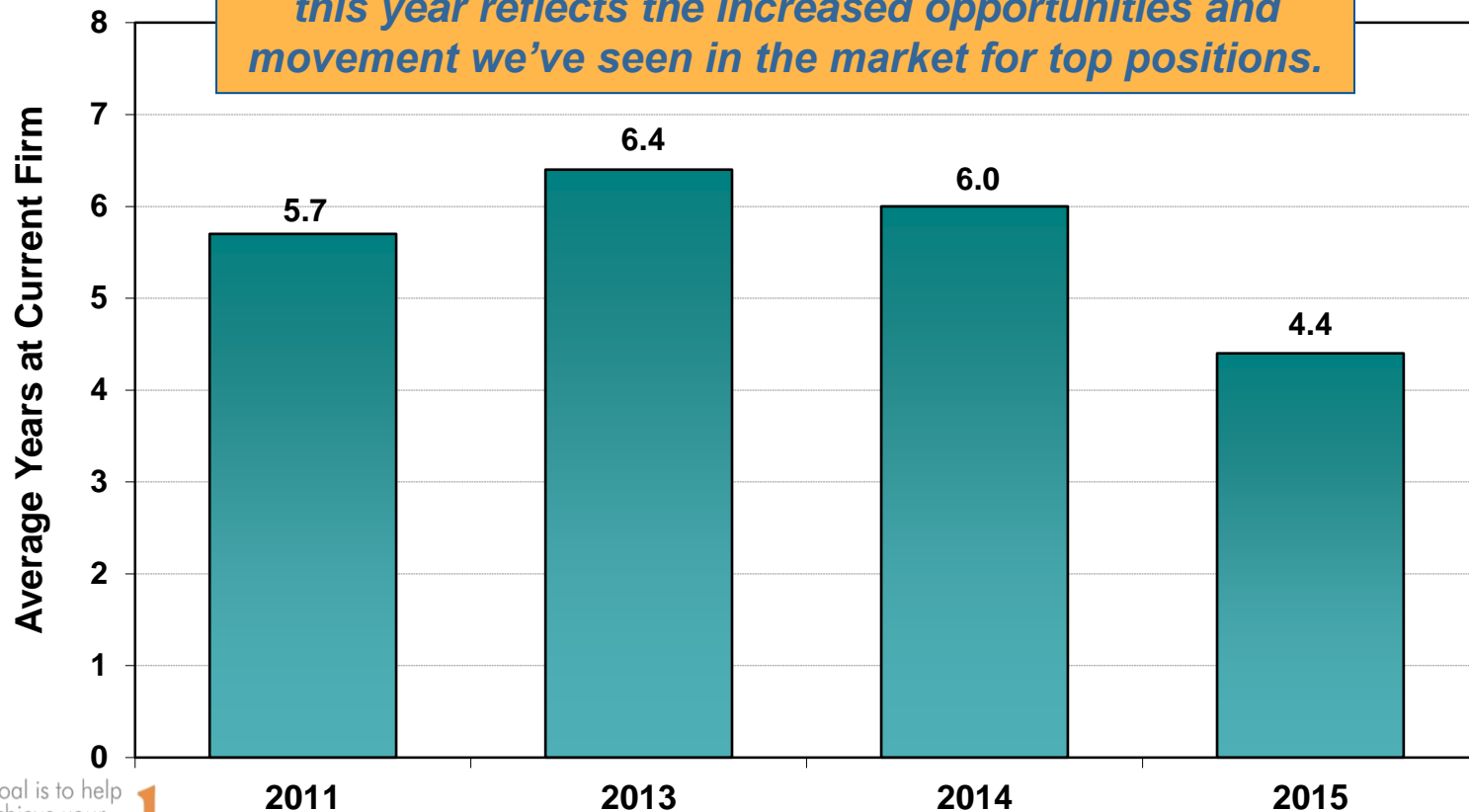
Wisnik Marketing & BD Industry Findings

Marketing/BD Chief & Directors: Years of Experience

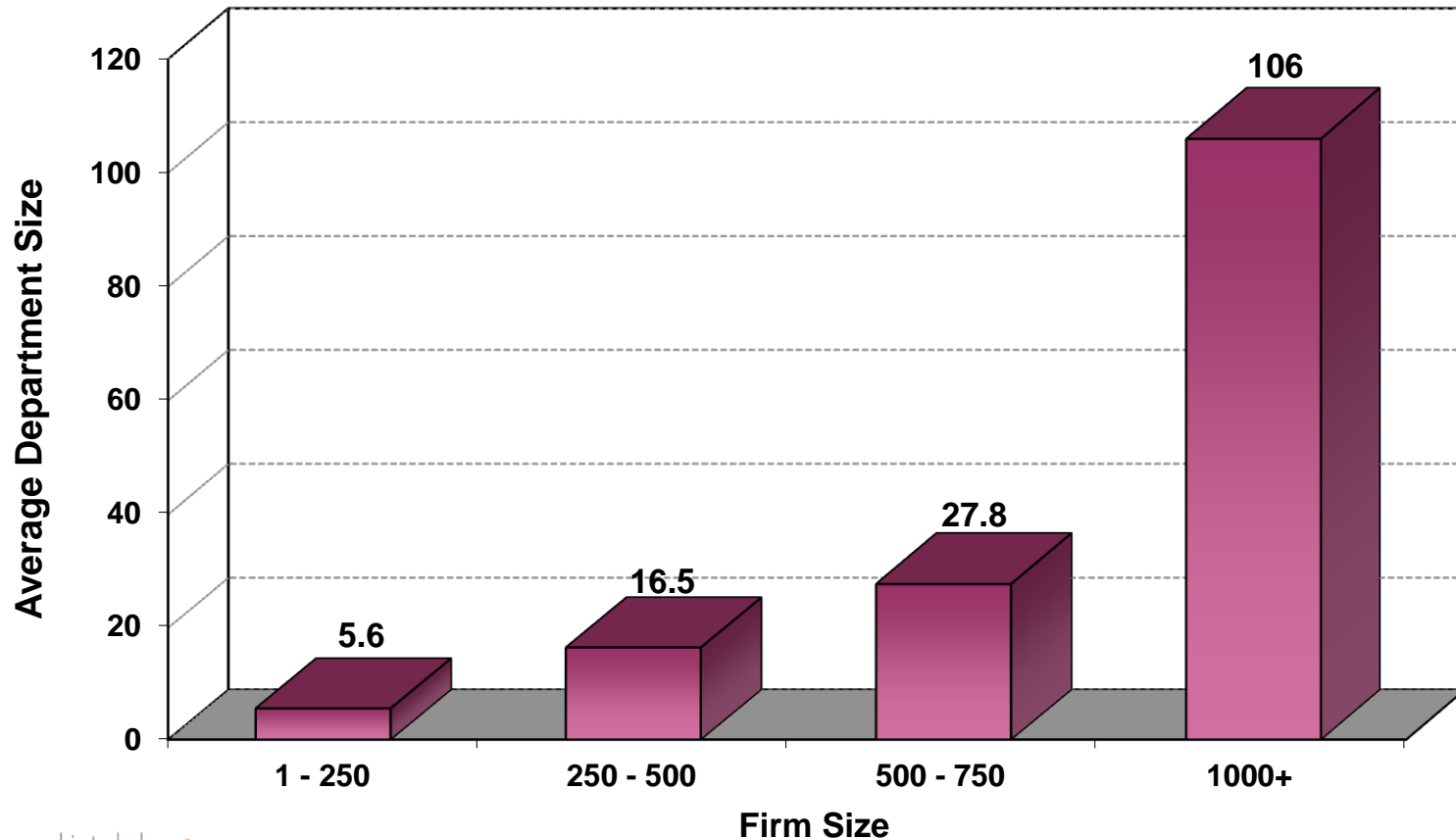


Chiefs: Average Tenure in Role, 2011-2015

From 2011 to 2014, tenure for CMO/CBDO roles held fairly steady at about 6 years. The decreased tenure this year reflects the increased opportunities and movement we've seen in the market for top positions.



Size of Firm vs. Size of Marketing/BD Department

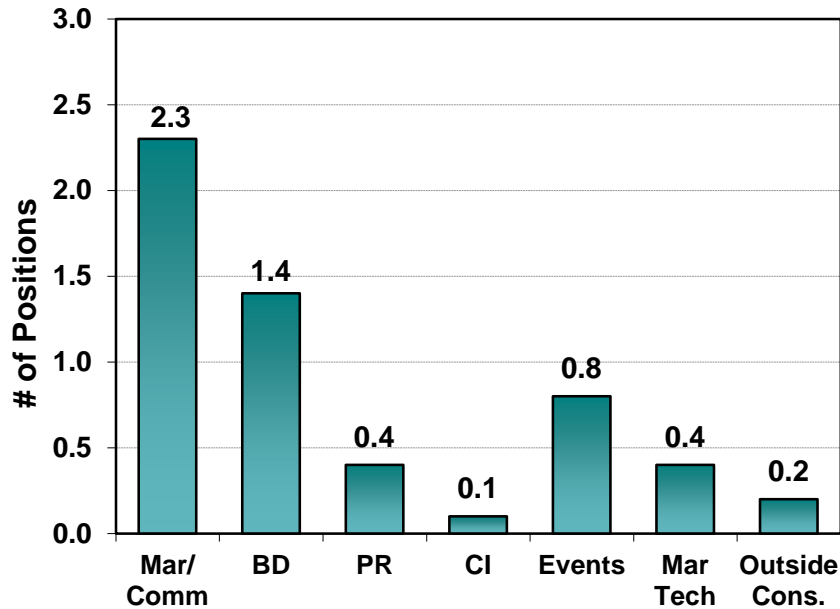


* Insufficient data for
Firm Size 750-1000

Department Breakdown, by Firm Size

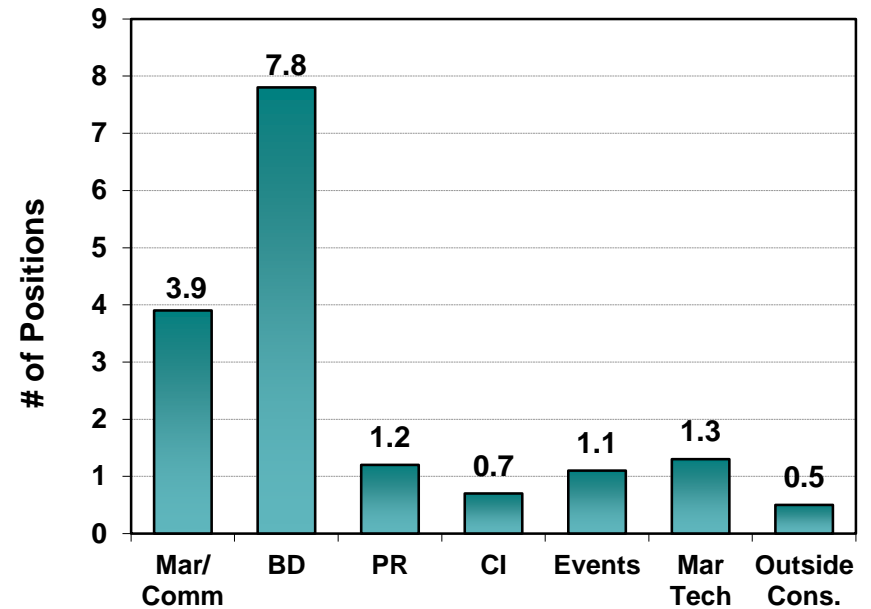
Firm Size: 1-250

Average Dept. Size: 5.6



Firm Size: 250-500

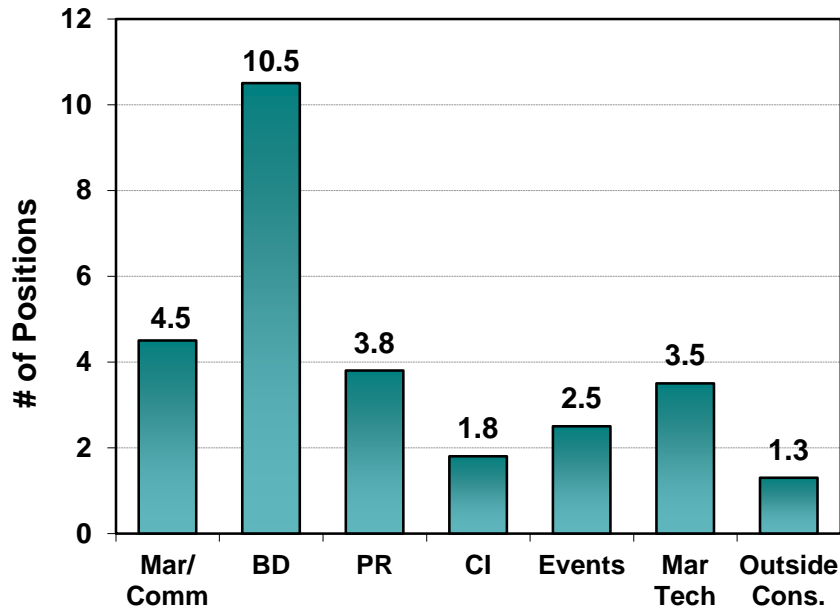
Average Dept. Size: 16.5



Department Breakdown, by Firm Size *(cont.)*

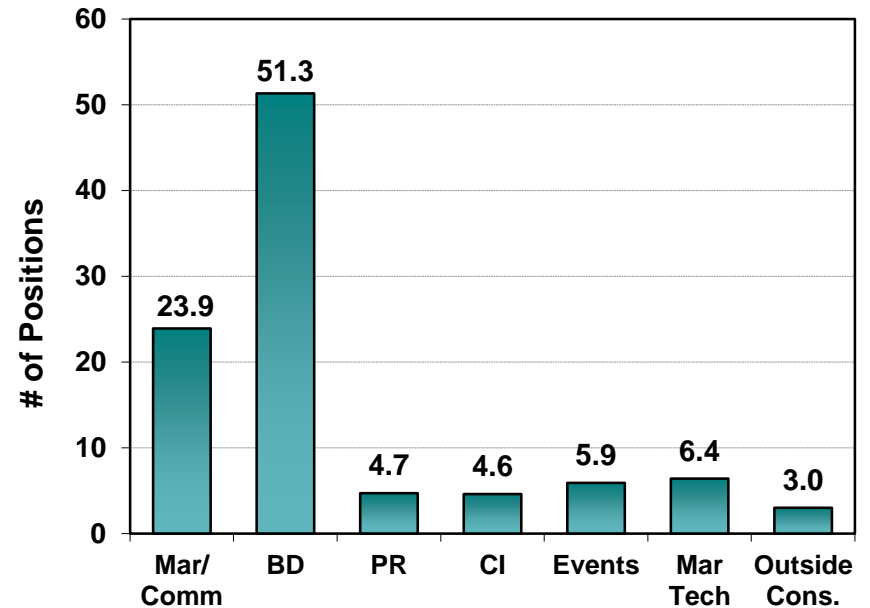
Firm Size: 500-750

Average Dept. Size: 27.8



Firm Size: 1000+

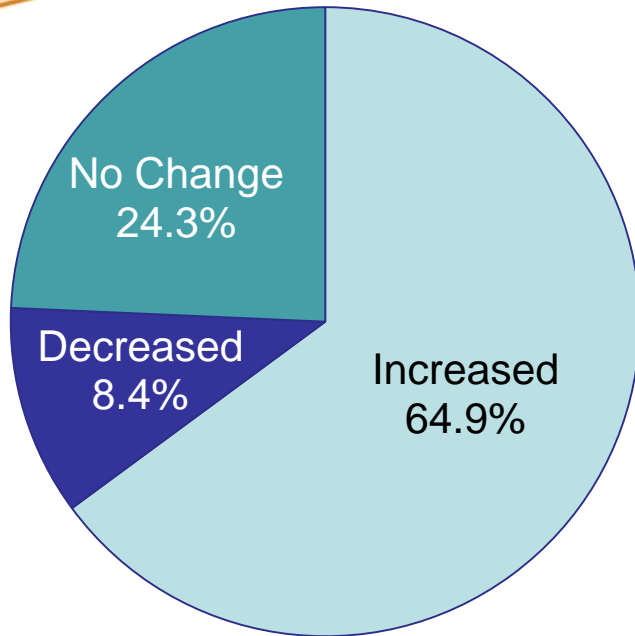
Average Dept. Size: 106



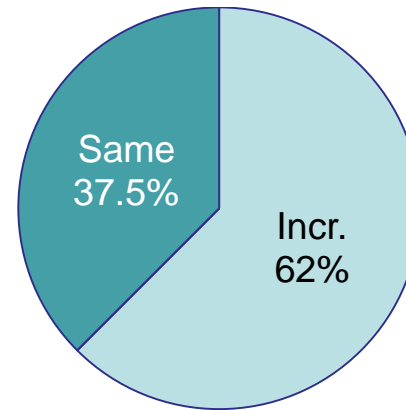
Firms over 250 have about a 2:1 ratio of BD to Mar/Comm roles

* Insufficient data for Firm Size 750-1000

Has Your Department Size Changed?

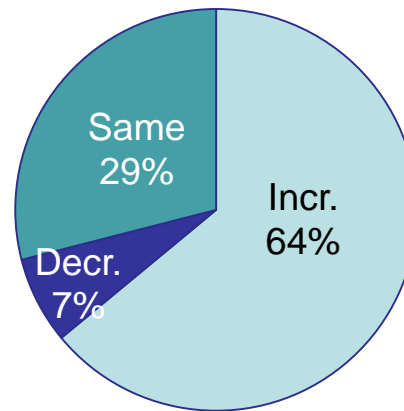


All Respondents

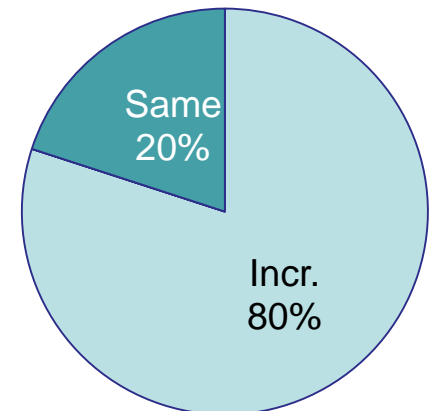


1 - 250

* Insufficient data for Firm Sizes 500-750 and 750-1000



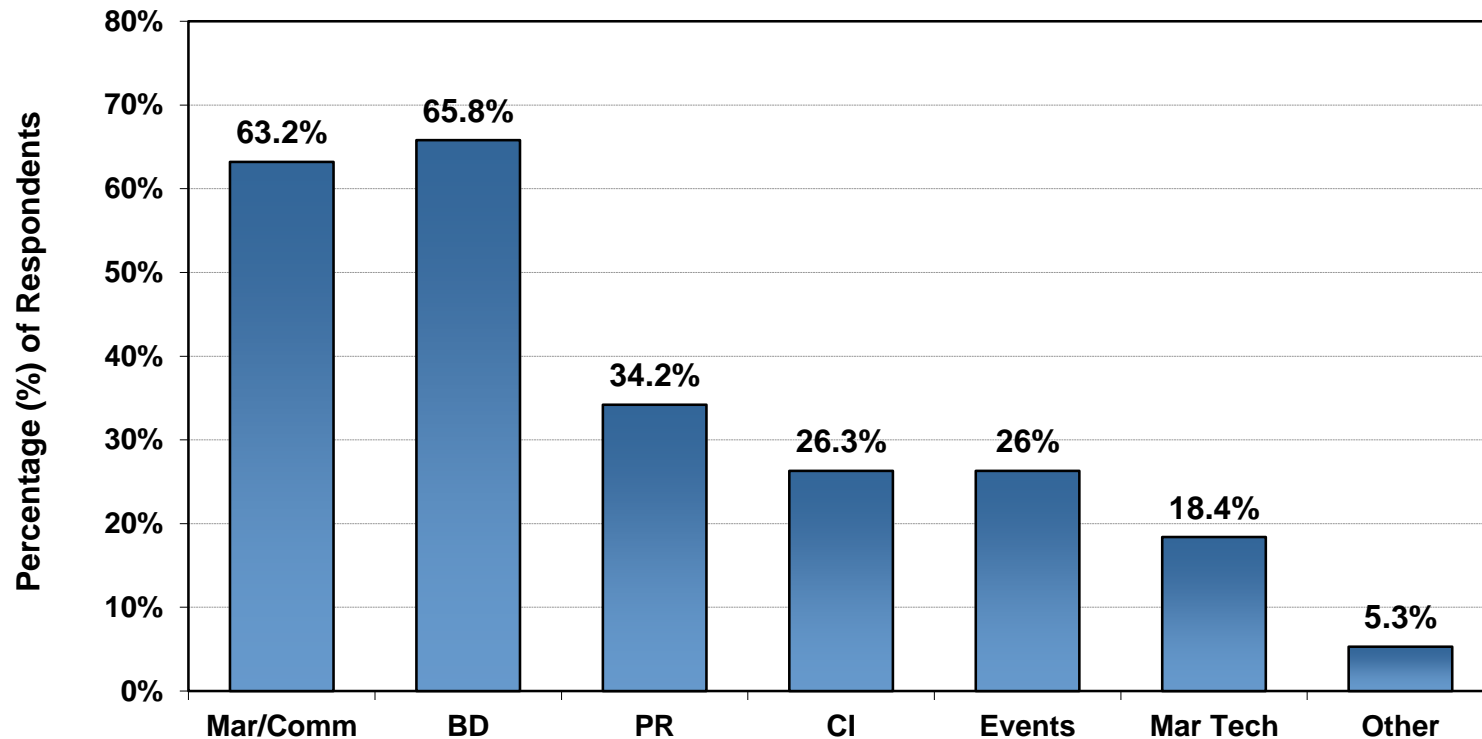
250 - 500



1000+

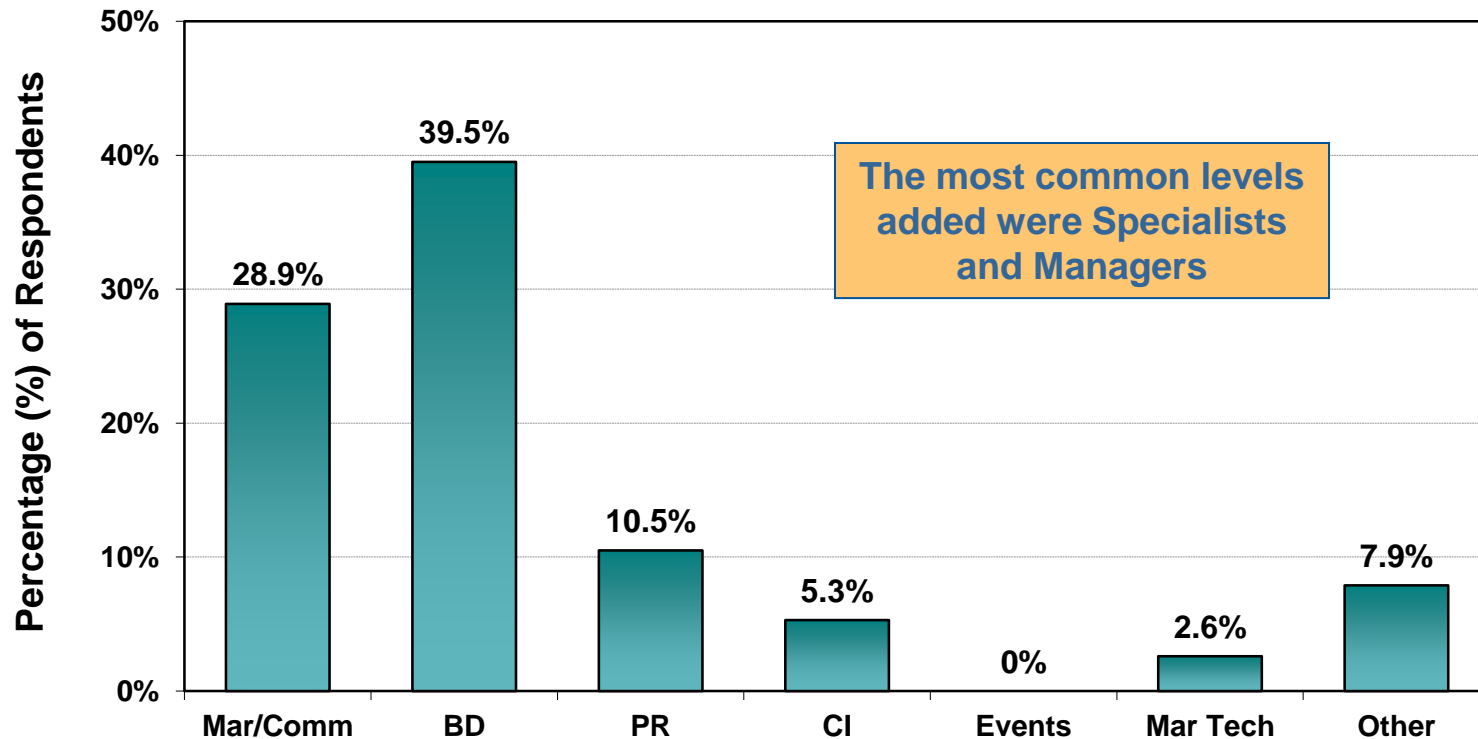
Where is the Market Movement?

Percentage of Respondents who REFILLED Positions Last Year, in the Following Areas:



Which Areas are Growing?

Percentage of Respondents who Added NEW Positions Last Year, in the Following Areas:



What's Been Keeping Your Dept. Busy Since January?

Primary:

- Pitches and Proposals
- Events: Client CLE and Events, Partner/Firm Retreats, Practice Events
- Client Teams
- New Website
- Expanding our Marketing Technology

Secondary

- Developing Business Plans
- Media Relations
- Lateral Integration
- Branding
- Thought Leadership
- BD Coaching
- Awards/Submissions
- Social Media
- Updating Marketing Collateral

If You Had the Resources, What Would You Focus On?

- Clients Teams: Needs Analysis, Development, Client Service Interviews/Feedback, Cross-Selling Opportunities
- Competitive Intelligence/Research
- BD Coaching & Training: Both Partners and Staff
- Social Media
- Strategic Planning
- Evaluating and Expanding Marketing Technology
- Thought Leadership Opportunities

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