

Wisnik Law Firm Marketing / BD Survey 2016

By Eva Wisnik

November 2016



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 wanted to share the current findings from the 2016 Wisnik Law Firm Marketing/BD Survey with you. The following information is based on a survey sent to all levels of legal Marketing and BD professionals at top law firms across the nation in June 2016. The results that follow were generated from 367 responses. Thank you to all of those who participated!

Our goal in sharing this information with you is to offer benchmarks for where you, your staff, and your department fall as compared to your peers. We believe that these salary and bonus numbers reflect the current market accurately. By this, I mean that if a firm were to call tomorrow and ask us what they needed to pay a BD manager, we would confidently quote them the numbers in this report. We have found that the new jobs we have received since January fall into these ranges.

We hope that you find the enclosed information valuable. Your responses to this Wisnik Law Firm Marketing/BD Survey help us to capture and confirm market trends. As for the market, we have definitely seen a continued increase in new law firm Marketing/BD positions throughout the year and are hopeful that new opportunities will continue to grow. Have a wonderful Thanksgiving and New Year and please let us know if there is any way we can help you achieve your goals!

All the best,
Eva Wisnik

Biography



Eva Wisnik
*President,
Wisnik Career
Enterprises, Inc.*

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. Over the past 20 years, she has worked with over 100 law firms, including 74 of the AmLaw 100. Eva has placed over 800 Marketing and BD professionals into law firms nation-wide, and has conducted over 600 training programs for attorneys on topics that include Business Development Skills, Time Management and Myers Briggs. In addition, **Wisnik Career Enterprises, Inc.** 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.

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Participant Response Breakdown

Total of 367 marketing professionals'
salary and industry information

■ By Position

- Chief: 28
- Director: 71
- Senior Manager: 25
- Manager: 158
- Specialist/Analyst/
Sr. Coordinator: 48
- Coordinator: 29
- Assistant: 8

■ By Location*

- New York Area: 192
- Washington, D.C.: 51
- Chicago: 45
- San Francisco Bay
Area: 28
- Boston: 20
- Los Angeles Area: 18
- Texas: 13

■ By Firm Size**

- 1-250: 52
- 251-500: 62
- 501-750: 31
- 751-1000: 75
- 1001+: 112

* Insufficient data to display responses for Atlanta, Charlotte, Denver, Detroit, Philly, Portland (OR), San Diego, Seattle, St. Louis, Wilmington

** Not every respondent shared Firm Size data

Summary of Interesting Survey Results

- 80% received a bonus AND a raise last year; 15% received either a bonus OR a raise
- 30.7% have been promoted with a title change in the last 2 years
- 39% of ALL respondents have a graduate degree (JD, Master's, or MBA) and 52.5% of Chiefs and Directors have a graduate degree
- 51.7% say their department has increased in size in the last 2 years
- 84.6% of you plan to be in legal marketing 2 years from now

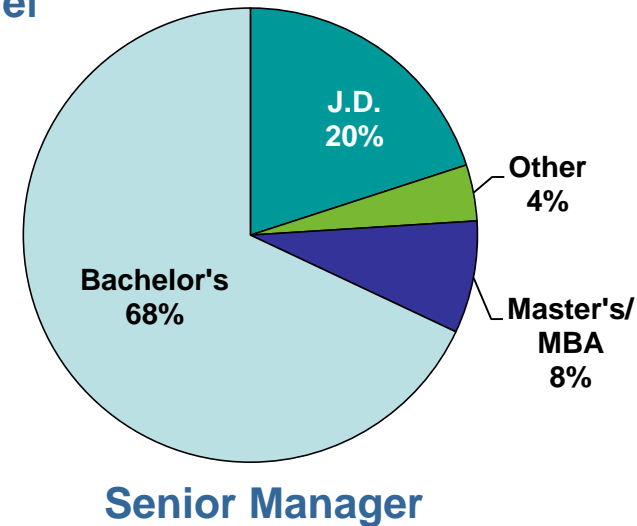
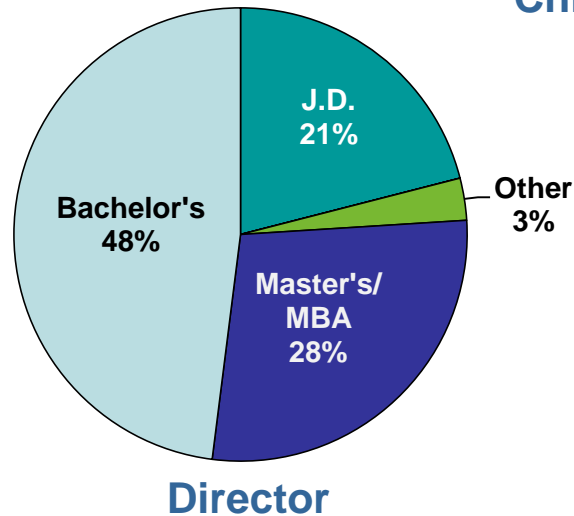
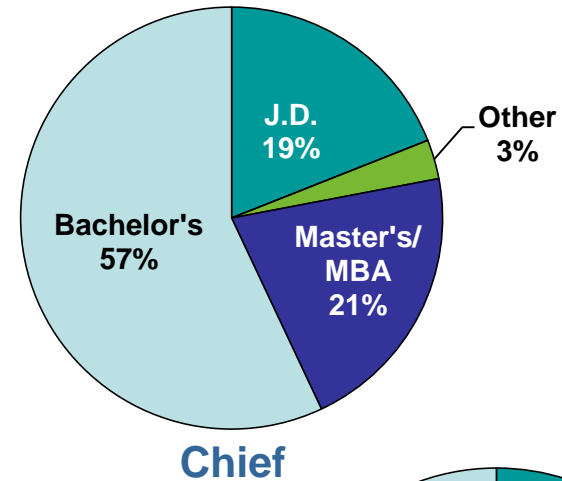
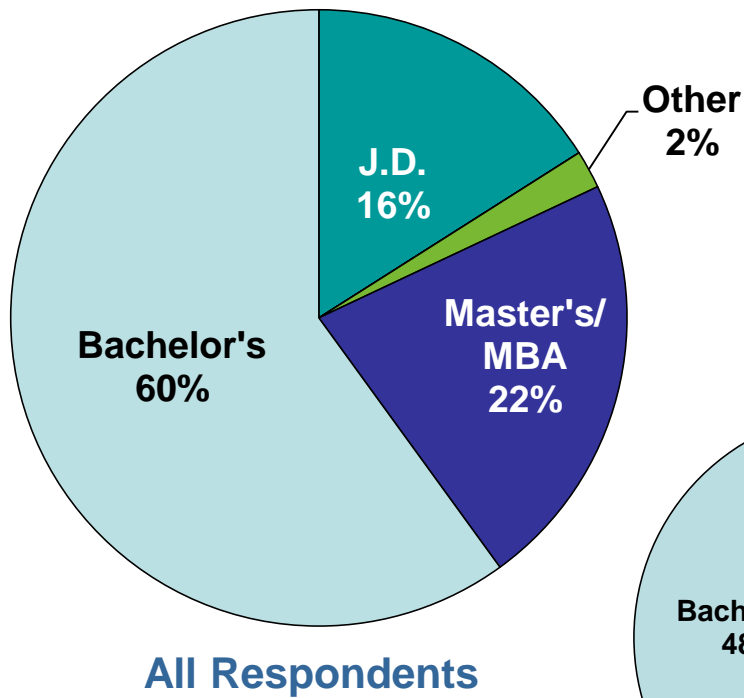
10% of respondents joined legal marketing/BD in the last 2 years

37% joined their current firm in the last 2 years

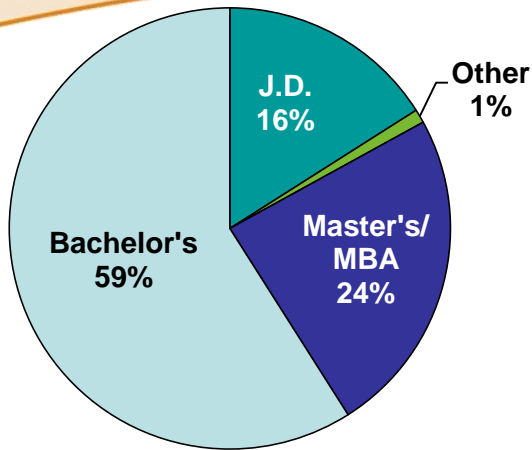
58% have been in legal marketing/BD for more than 8 years

Profile of a Marketing/BD Professional

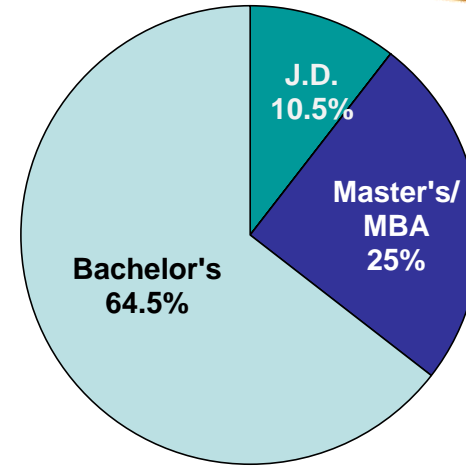
2016 Highest Degree of Education, by Job Title



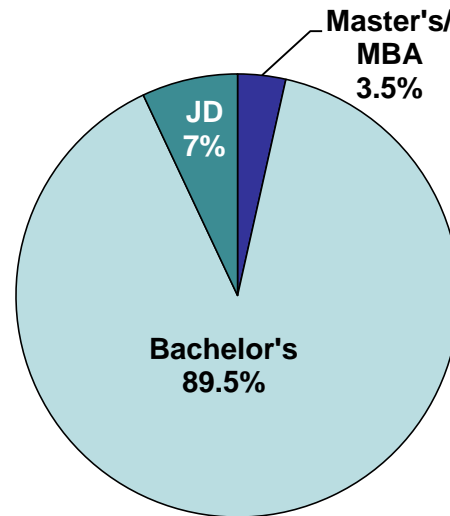
2016 Highest Degree of Education, by Job Title *(cont'd)*



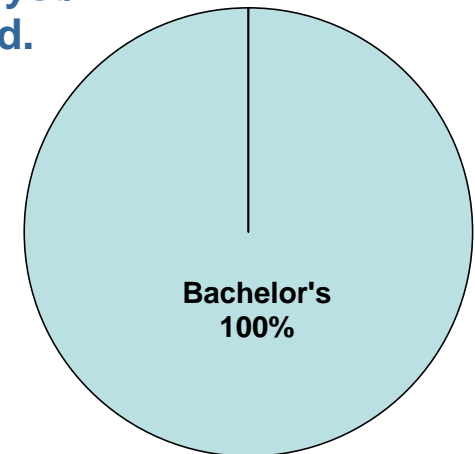
Manager



**Spec./Analyst/
Sr. Coord.**

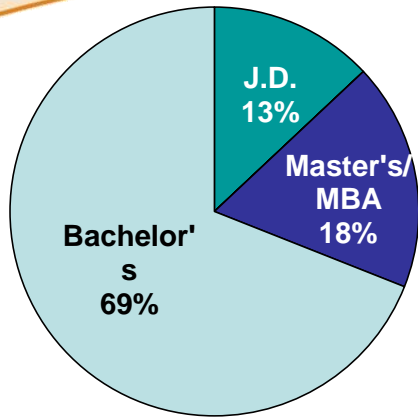


Coordinator

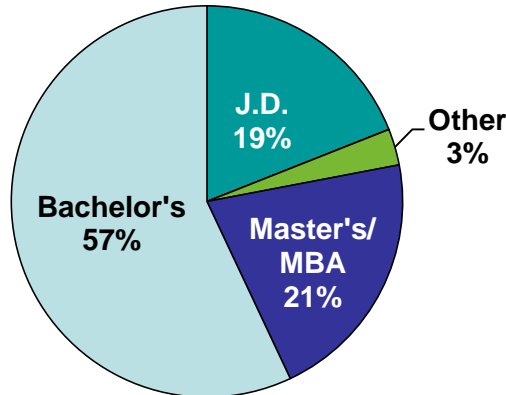


Assistant

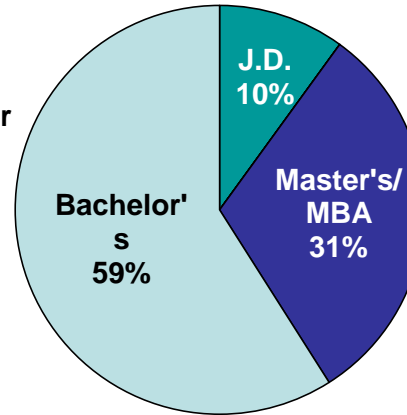
2016 Highest Degree of Education, by City



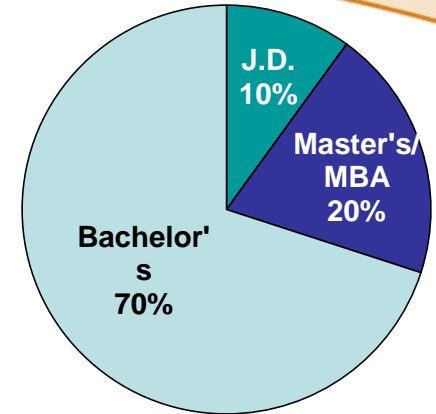
Chicago



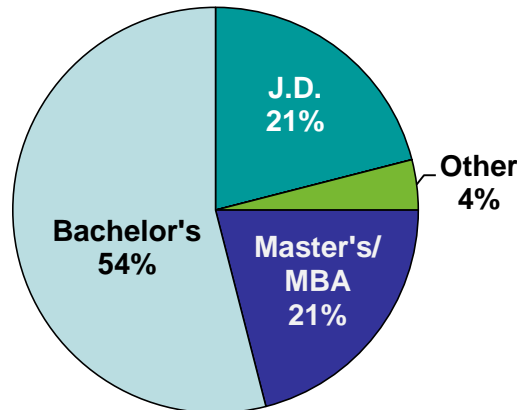
New York



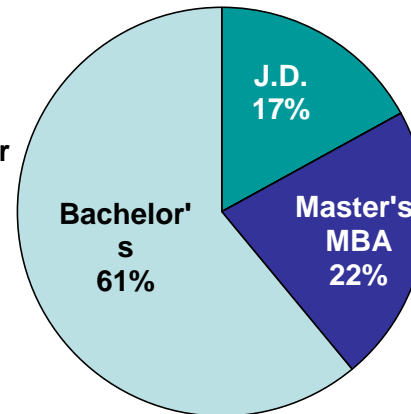
Washington, DC



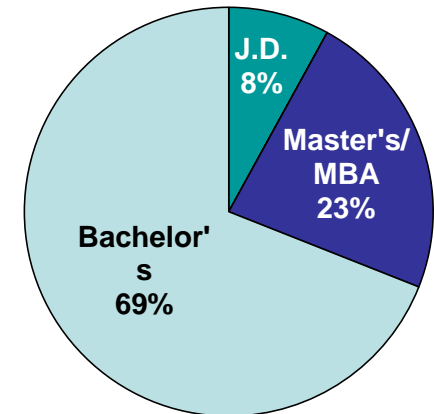
Boston



SF Bay Area



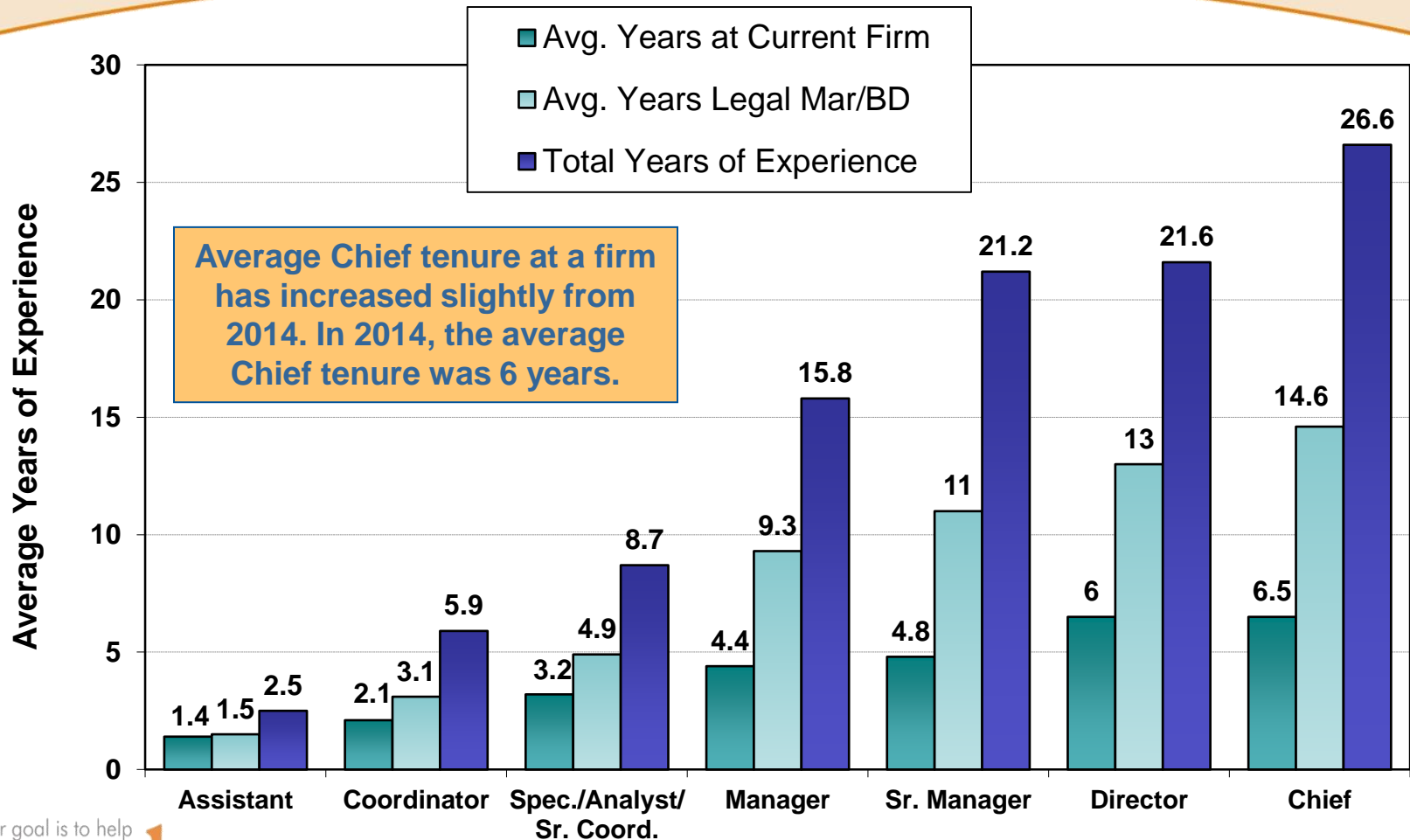
Los Angeles



Texas

NY and the Bay Area have the highest percentage of JDs and DC has the highest percentage of Master's/MBAs.

Law Firm Marketing / BD Professionals: Years of Experience



Wisnik Salary Findings

2016 Average Salaries, By Title

<u>Title (# responses with salary data)</u>	<u>Avg. Salary</u>	<u>Median</u>	<u>25 - 75% Range</u>	<u>Avg. Bonus</u>	<u>Avg. Raise</u>
Chief (25):	\$325,288	\$310,000	\$235k - \$375k	\$47,187	3.3%
Director (67):	\$229,940	\$218,000	\$186k - \$270k	\$26,399	4.9%
Sr. Manager (22):	\$176,341	\$180,250	\$142k - \$200k	\$13,124	5.8%
Manager (152):	\$131,737	\$129,890	\$112k - \$150k	\$8,333	5.6%
Specialist/Analyst Sr. Coord. (46):	\$81,536	\$79,250	\$72k - \$91k	\$4,001	4.4%
Coordinator (26):	\$59,740	\$60,000	\$53.5k - \$65k	\$2,579	3.7%
Assistant (7):	\$46,429	\$44,000	\$43k - \$47.5k	\$1,850	3.6%

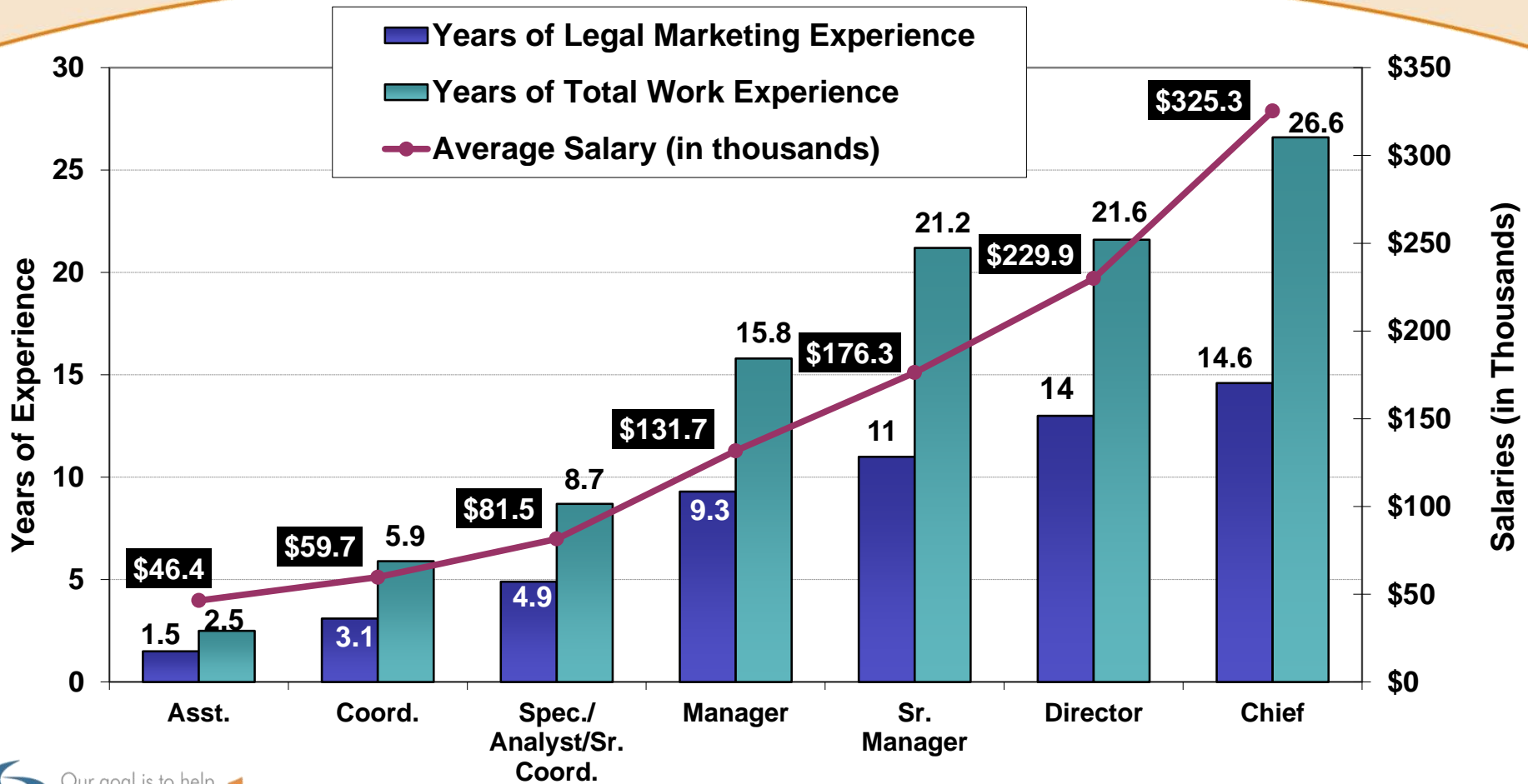
Notes: *i) Salary data shown is base salary; ii) Number of respondents is fewer than reported on slide 4, as not every respondent provided salary data*

2016 Average Salaries by City: NY, DC, Chicago, Bay Area, Boston, LA

<u>Title</u>	<u>Average Salary</u>					
	<u>New York</u>	<u>DC</u>	<u>Chicago</u>	<u>Bay Area</u>	<u>Boston</u>	<u>LA Area</u>
Chief:	\$305,300	*	\$282,500	\$309,802	*	*
Director:	\$249,737	\$242,000	\$164,750	\$217,667	\$220,750	\$186,750
Sr. Manager:	\$192,600	\$171,250	*	*	*	*
Manager	\$137,937	\$124,503	\$130,763	\$135,438	\$114,470	\$105,500
Spec./Analyst/ Sr. Coord.	\$83,362	\$85,583	\$75,213	*	*	*
Coordinator	\$60,577	\$59,321	*	*	*	*

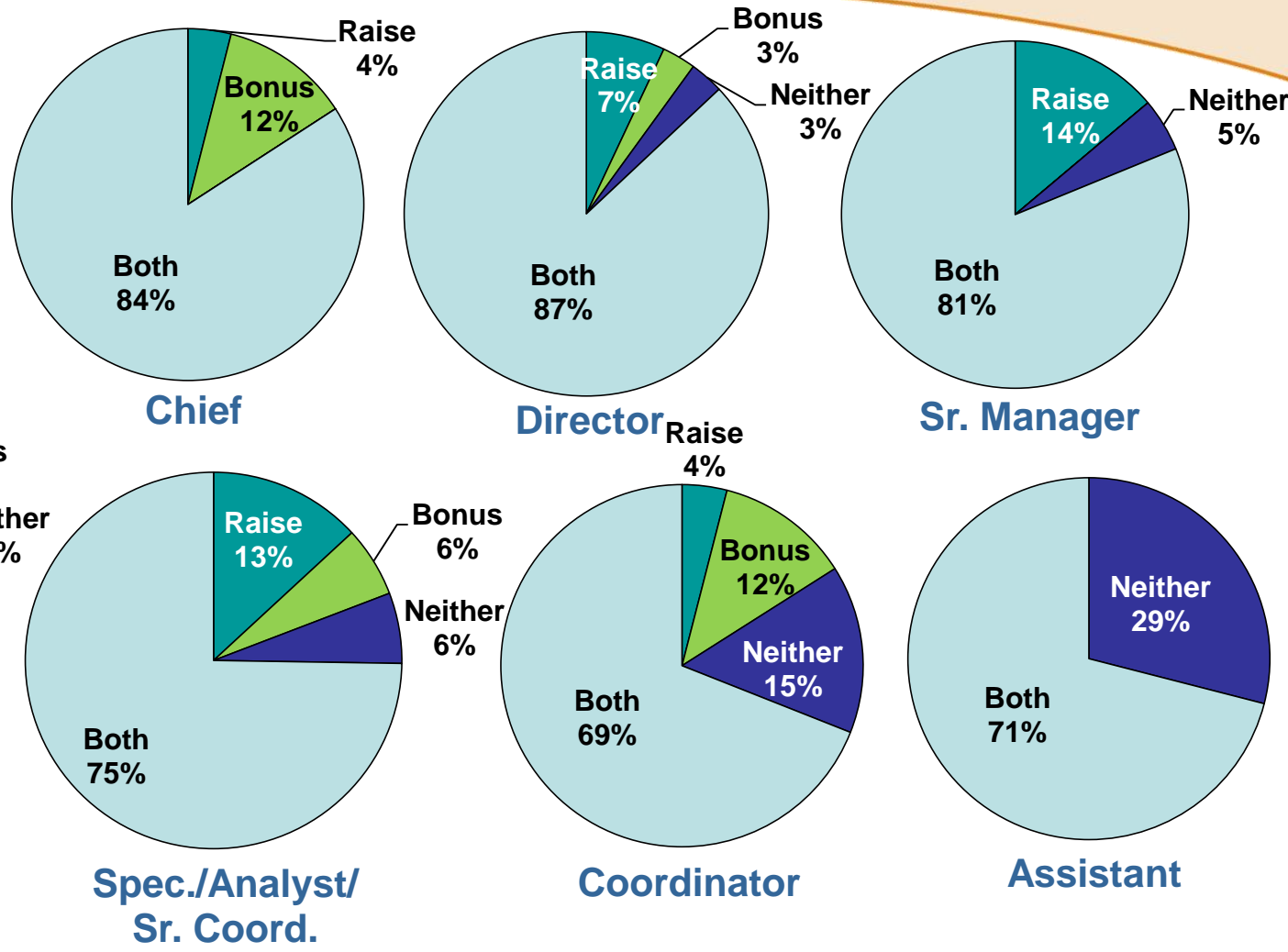
* Insufficient number of respondents

Average Salary vs. Years of Experience



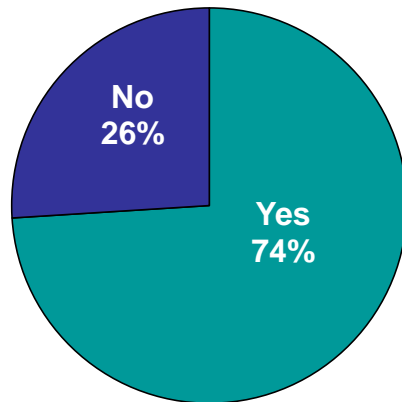
Did You Get a Bonus or a Raise?

80% of those who received *Neither* a bonus or a raise joined their current firm in the last year.

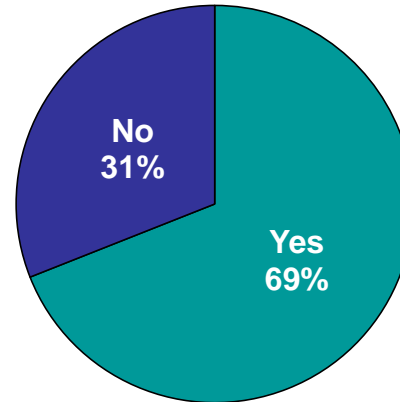


Are You Satisfied with Your Compensation?

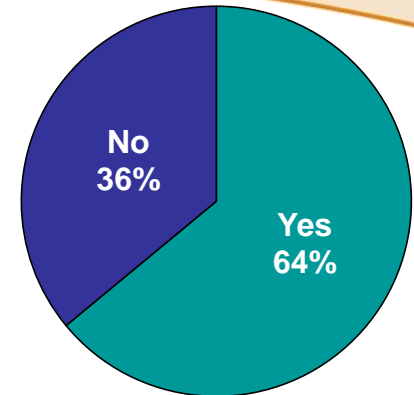
Overall, 65.8% of respondents are satisfied with their compensation.



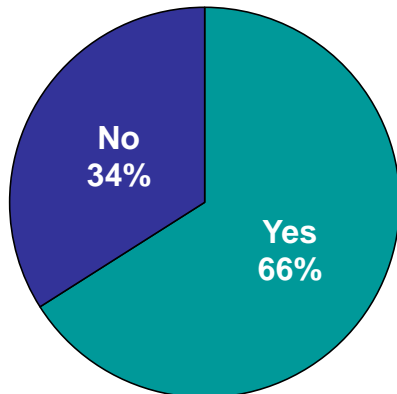
Chief



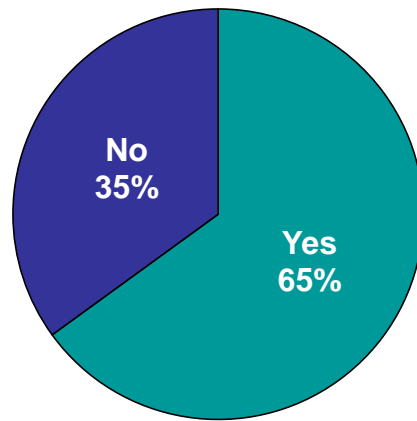
Director



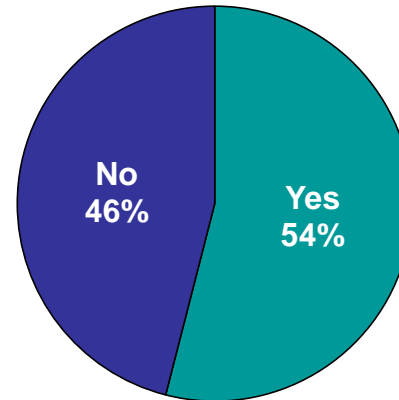
Sr. Manager



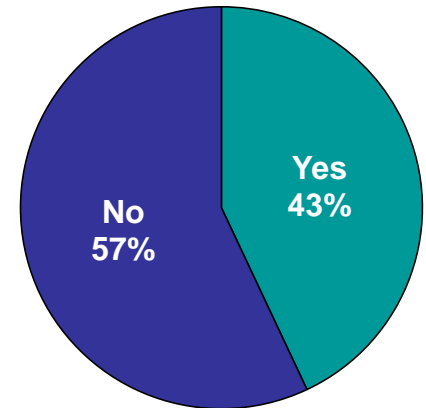
Manager



Spec./Analyst/
Sr. Coord.



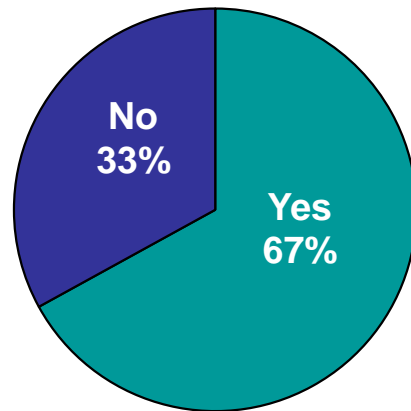
Coordinator



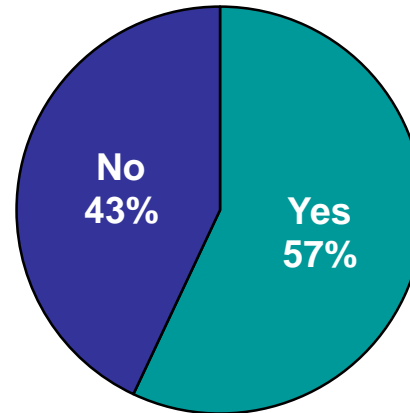
Assistant

By City, Are You Satisfied with Your Compensation?

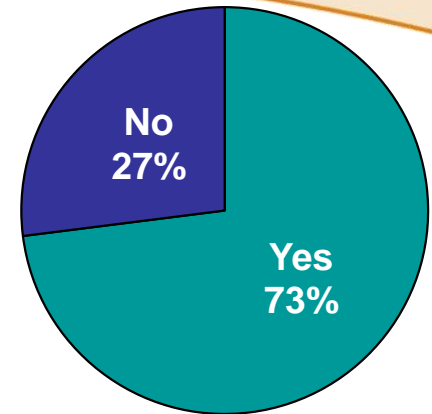
Respondents from DC and Texas are most satisfied with their compensation.



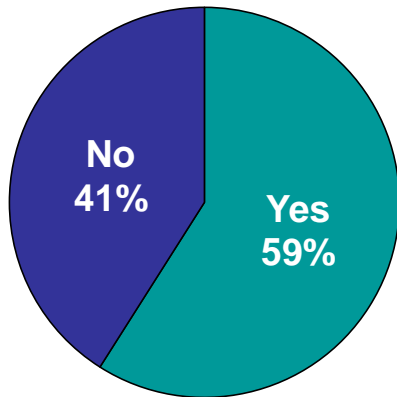
Boston



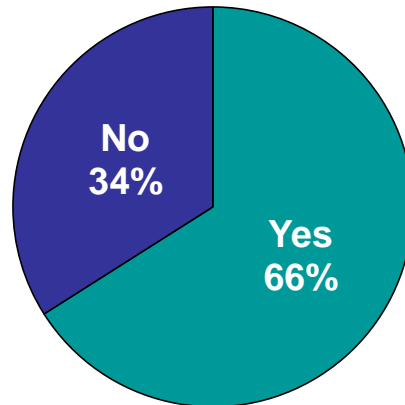
Chicago



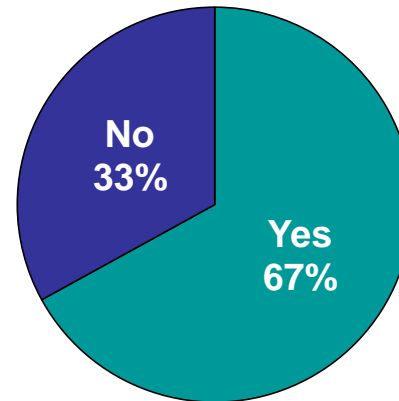
DC



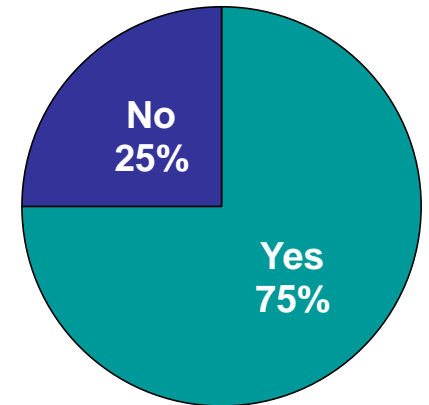
LA Area



New York



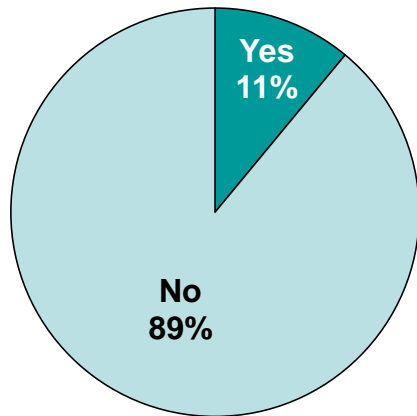
SF Bay Area



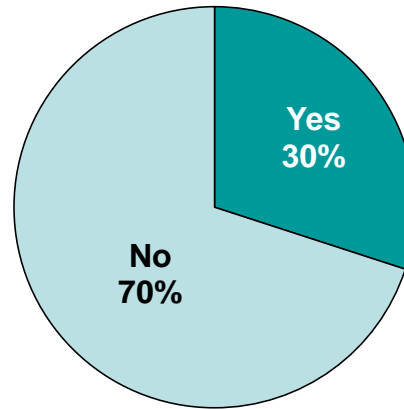
Texas

In the Past 2 Years, Have You Had a Promotion with a Title Change?

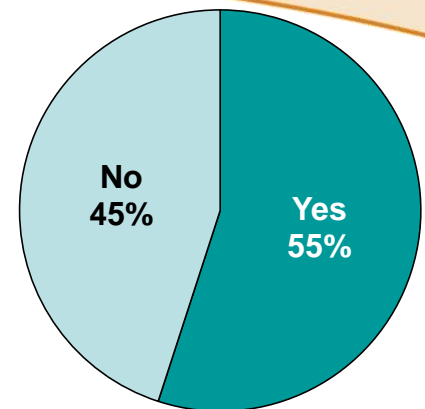
Senior Managers and Specialist levels are most likely to have been promoted to their current role in the last 2 years.



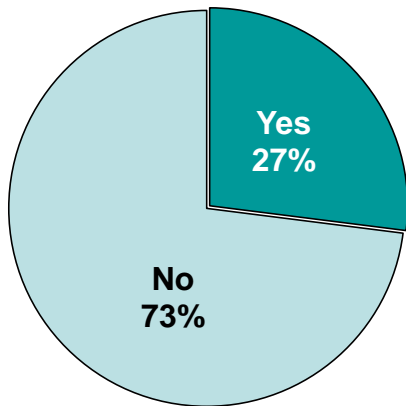
Chief



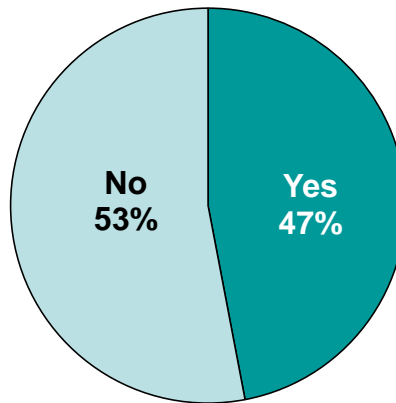
Director



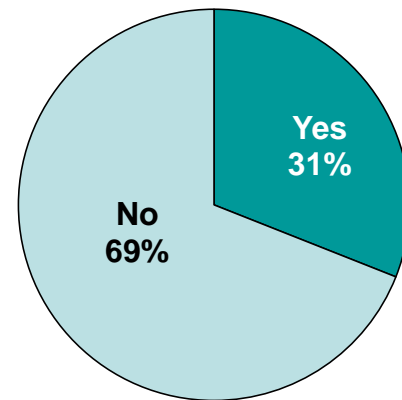
Sr. Manager



Manager



Spec./Analyst/
Sr. Coord.

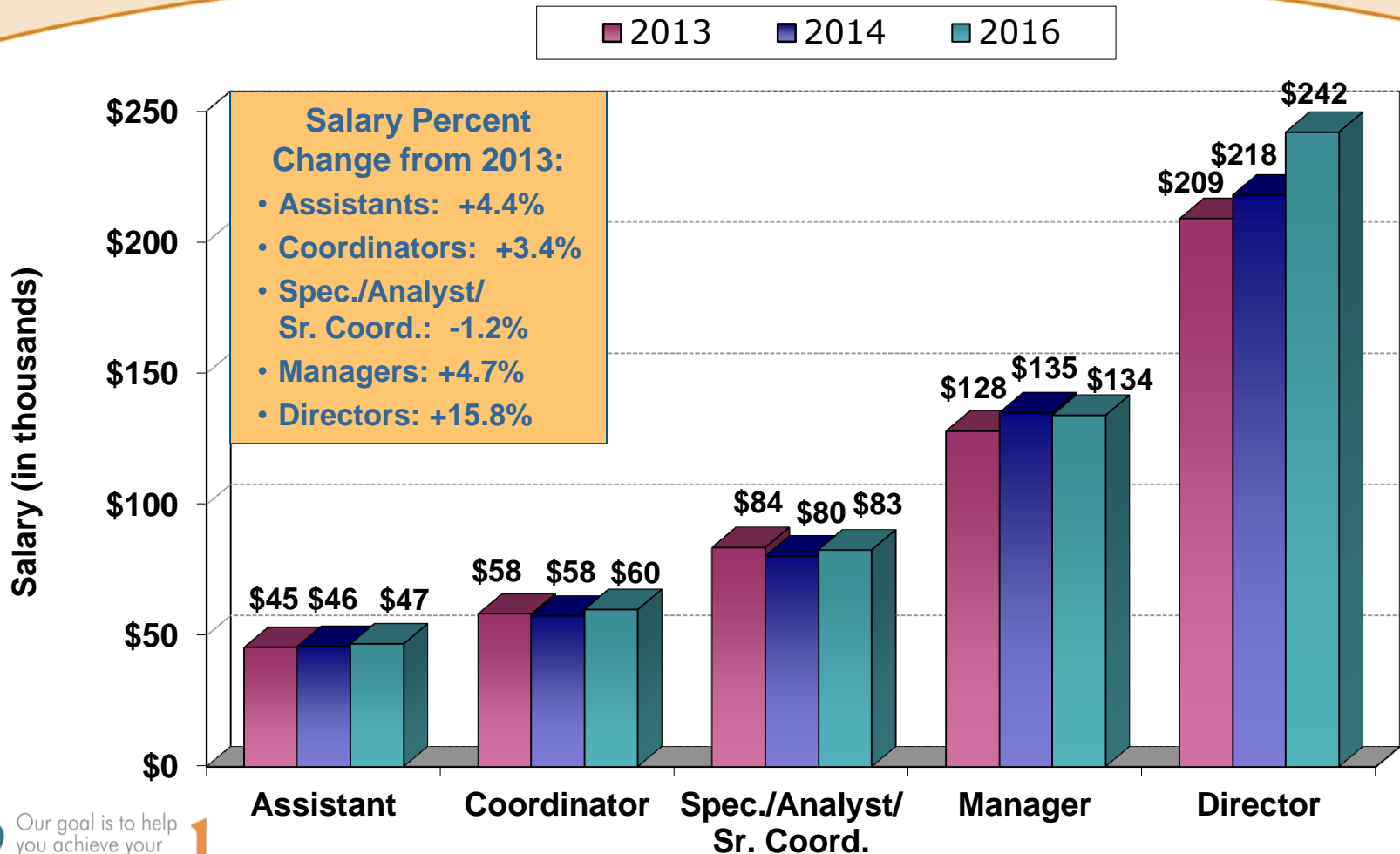


Coordinator

Industry Findings: Compensation Trends Over Time for NY, DC and Chicago

NOTE: Prior surveys only drew data from NY, DC, and Chicago; to calculate the 2016 comparison number, we averaged salary data from only those three cities. Thus, the average salary on the following slide is different from the “all cities” number reported on other slides.

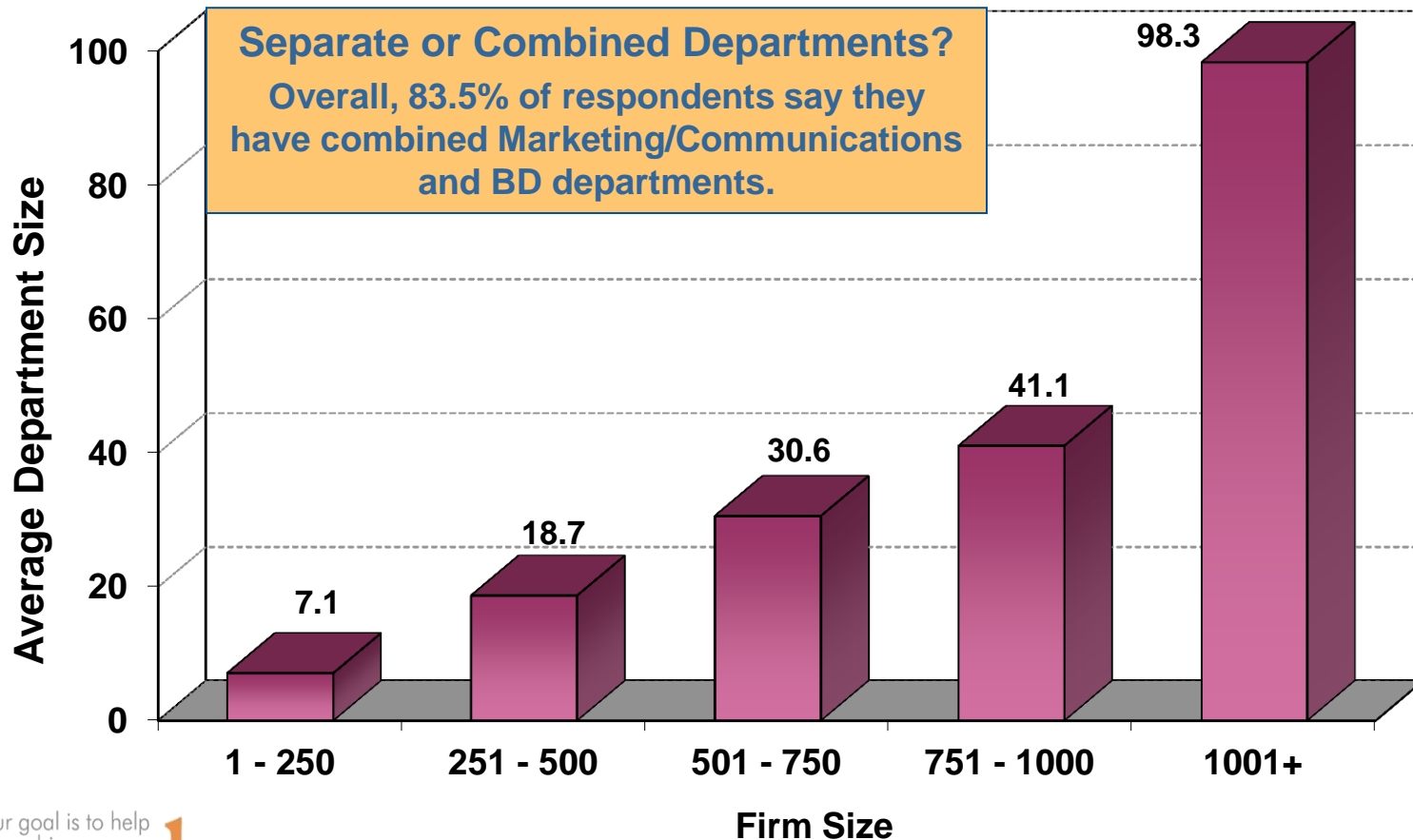
Mar/BD Professionals (NY, DC, Chicago): Average Salary Comparisons, 2013 - 2016



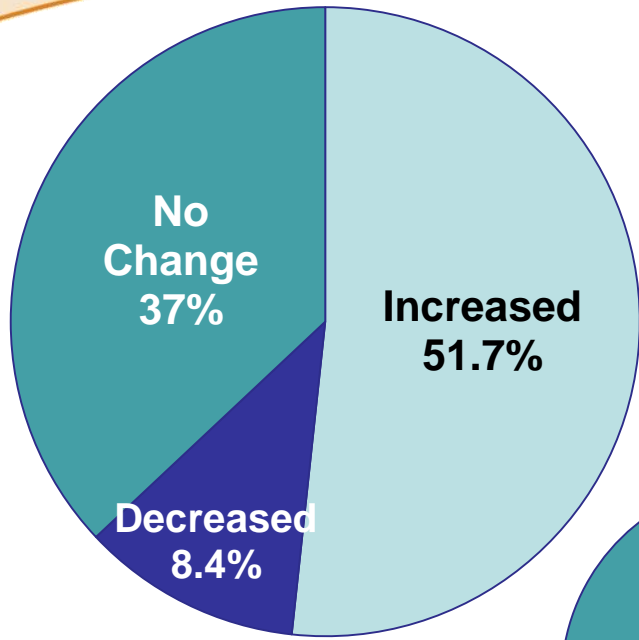
* Insufficient data for Chiefs

Industry Findings: Firm Structure & Staffing

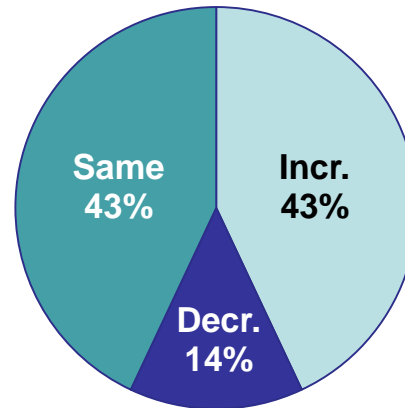
Size of Firm vs. Size of Marketing Department



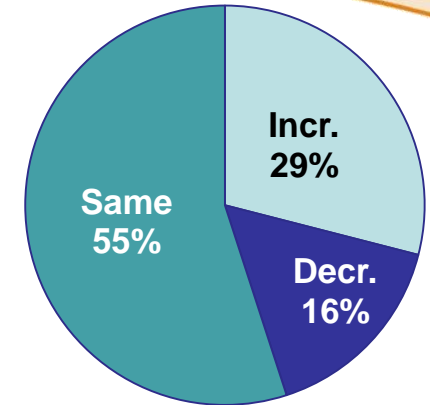
In the Past 2 Years, Has Your Department Size Changed?



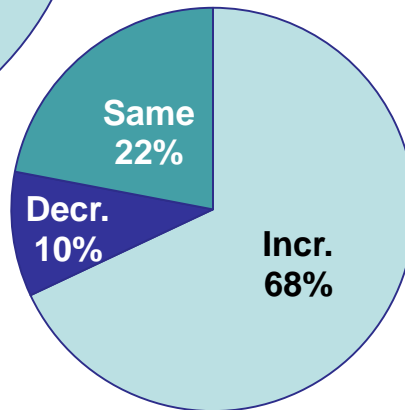
All Respondents



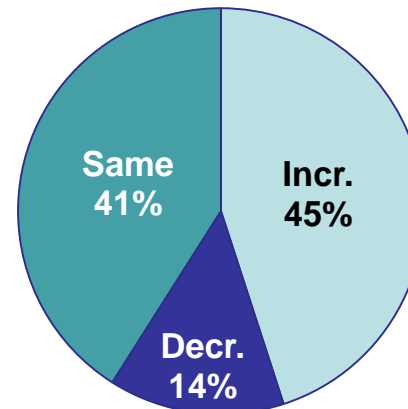
1 - 250



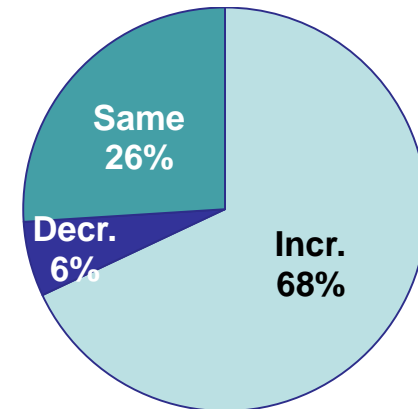
251 - 500



501 - 750

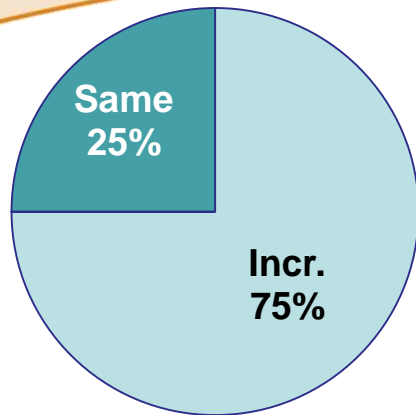


751 - 1000

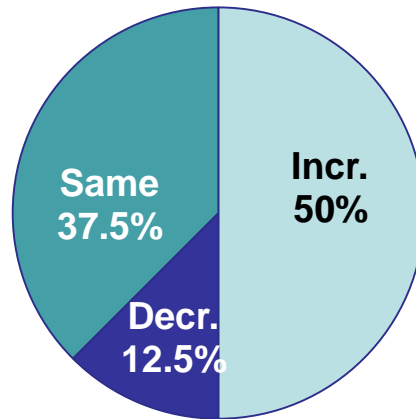


1001+

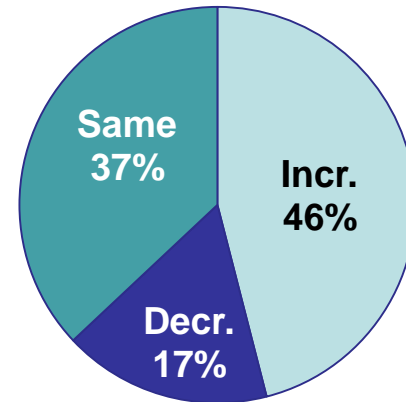
Department Size Changes: City Comparison*



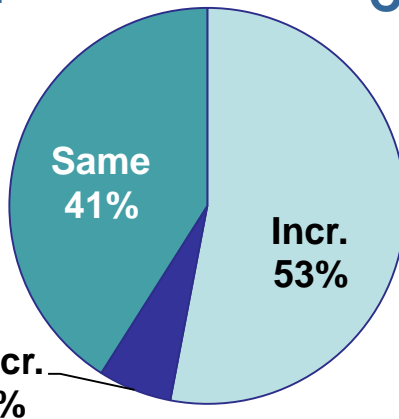
Boston



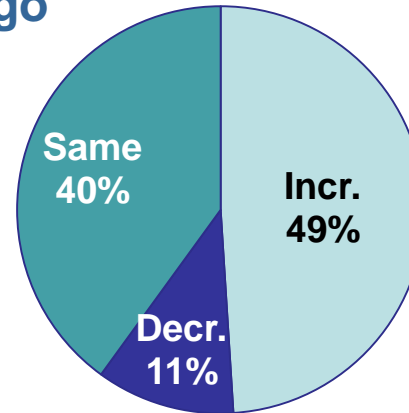
Chicago



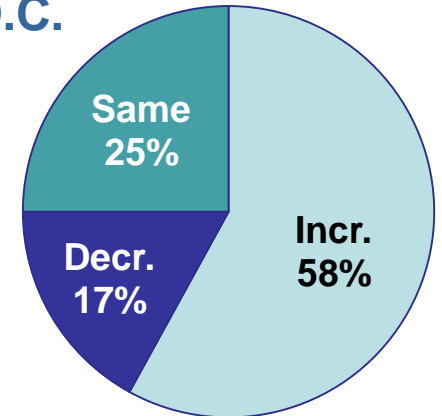
D.C.



LA Area



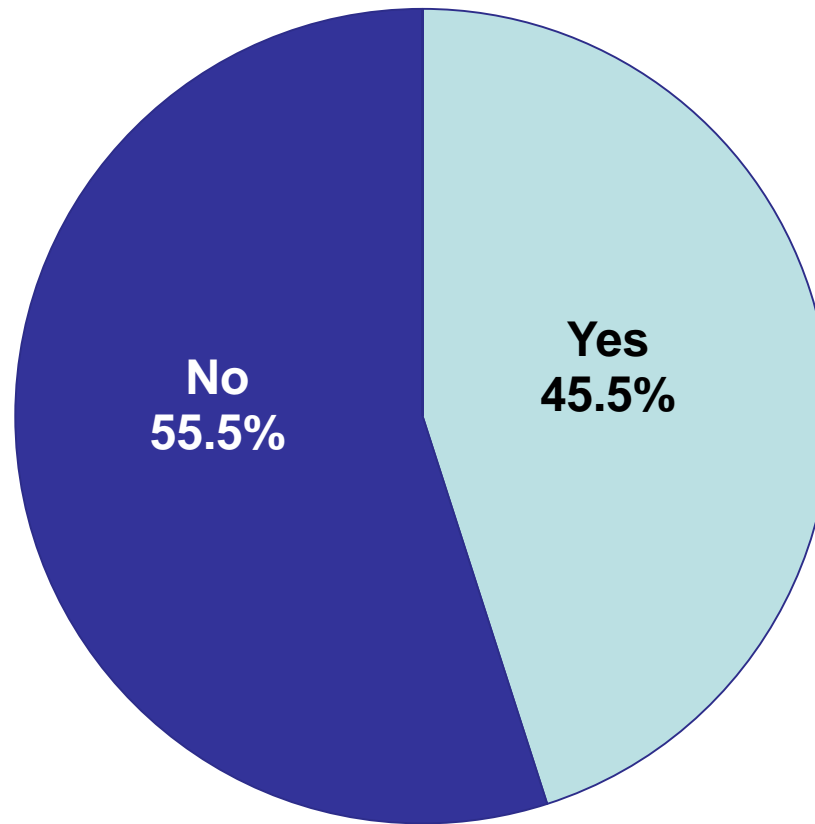
New York



SF Bay Area

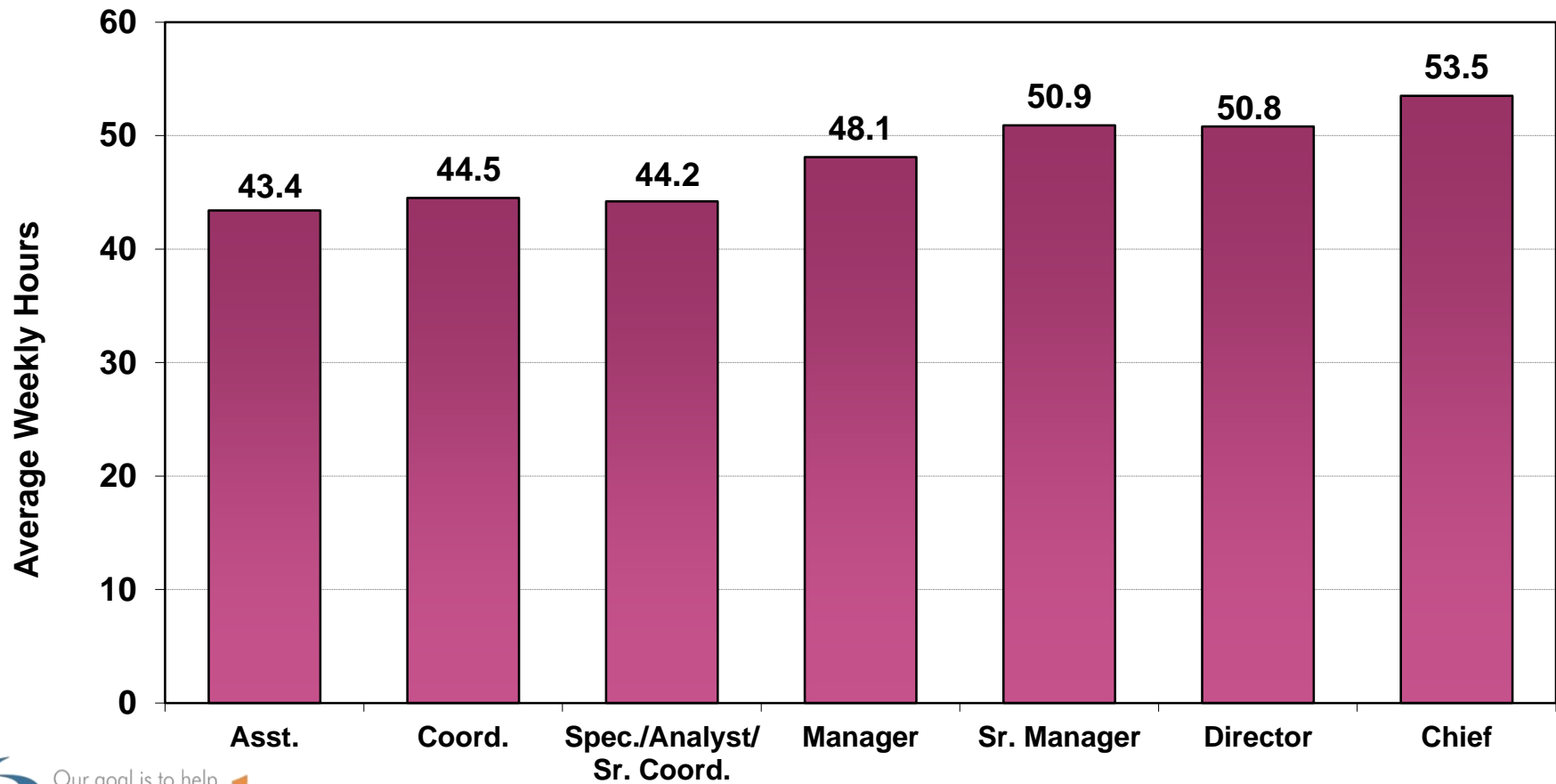
* Insufficient data for Texas

Do You Think Your Department is Adequately Staffed?

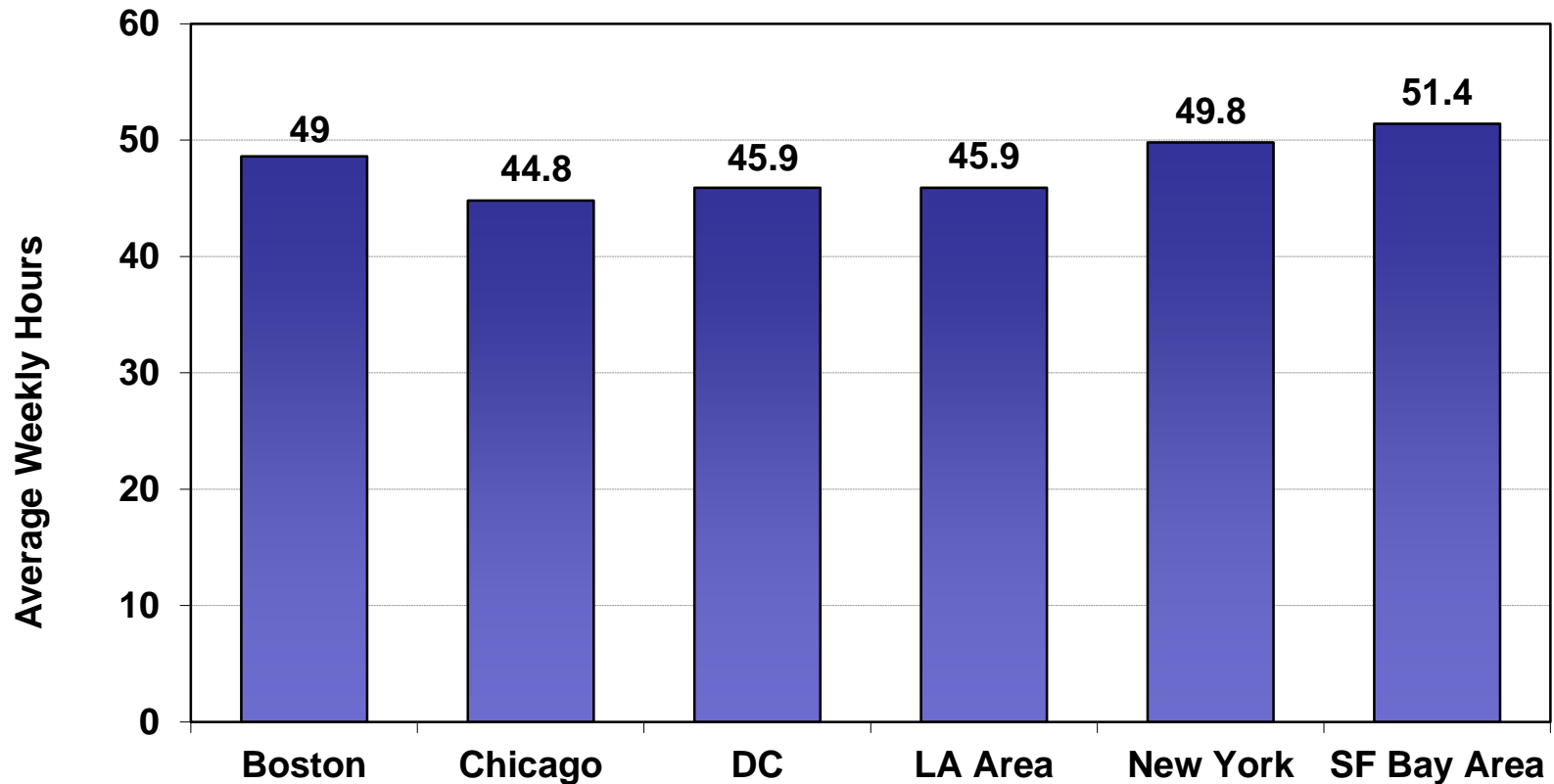


All Respondents

Average Hours Worked Per Week, Since January 1, 2016: By Title

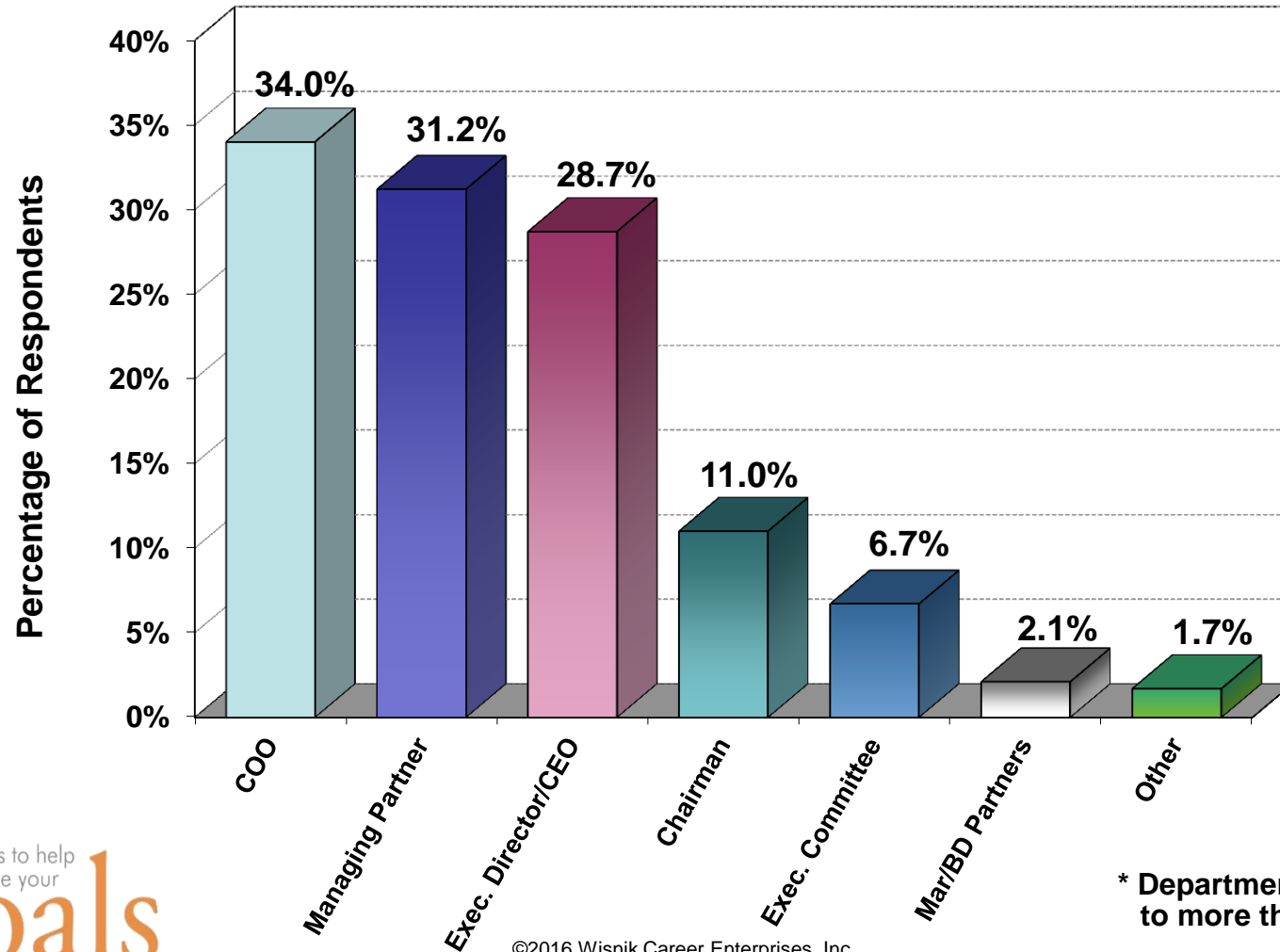


Average Hours Worked Per Week, Since January 1, 2016: By City*



* Insufficient data for Texas

Reporting Structure: Who Does Marketing/BD Department Report To?



* Departments may report to more than one entity

Addendum I: Salary Breakdown by Position and Firm Size

Average Salary, Bonus, & Raise by Firm Size

All Chiefs = 25

Avg. Salary = \$325,288 Median Salary = \$310,000
Avg. Bonus: \$47,187 Avg. Raise: 3.3%
Avg. Years of Legal Mar/BD Experience: 14.6
Avg. Tenure at Current Firm: 6.5 years

<u>Firm Size:</u>	<u>1-250</u>	<u>251-500</u>	<u>501+</u>
Average Salary:	\$229,857	\$348,400	\$387,019
Median:	\$230,000	\$320,000	\$345,000
Average Bonus:	\$20,357	\$44,000	\$66,600
Average Raise:	2.6%	4.2%	3.2%

Average Salary, Bonus, & Raise by Firm Size

All Directors = 67

Avg. Salary = \$229,940 Median Salary = \$218,000

Avg. Bonus: \$26,399 Avg. Raise: 4.9%

Avg. Years of Legal Mar/BD Experience: 13

Avg. Tenure at Current Firm: 6 years

Firm Size:	1-250	251-500	501-1000	1001+
Average Salary:	\$208,654	\$234,679	\$222,056	\$238,079
Median:	\$205,000	\$223,750	\$230,000	\$225,000
Average Bonus:	\$23,823	\$29,583	\$19,979	\$26,167
Average Raise:	4.5%	5.9%	4.1%	4.9%

Average Salary, Bonus, & Raise by Firm Size

All Senior Managers = 22

Avg. Salary = \$176,341 Median Salary = \$180,250

Avg. Bonus: \$13,124 Avg. Raise: 5.8%

Avg. Years of Legal Mar/BD Experience: 11

Avg. Tenure at Current Firm: 4.8 years

Firm Size:	1-750	751-1000	1001+
Average Salary:	\$176,429	\$160,786	\$188,429
Median:	\$180,000	\$150,000	\$200,000
Average Bonus:	*	\$14,571	\$11,517
Average Raise:	5%	5.9%	5.1%

* Insufficient number of responses

Average Salary, Bonus, & Raise by Firm Size

All Managers = 152

Avg. Salary = \$131,737 Median Salary = \$129,890

Avg. Bonus: \$8,333 Avg. Raise: 5.6%

Avg. Years of Legal Mar/BD Experience: 9.3

Avg. Tenure at Current Firm: 4.4 years

Firm Size:	1-250	251-500	501-1000	751-1000	1001+
Average Salary:	\$119,000	\$132,135	\$143,623	\$137,306	\$128,811
Median:	\$118,500	\$126,000	\$140,000	\$135,000	\$130,000
Average Bonus:	\$6,500	\$6,547	\$7,675	\$9,484	\$9,706
Average Raise:	7.8%	5.2%	5%	5.1%	6%

Average Salary, Bonus, & Raise by Firm Size

All Specialists/Analysts/Sr. Coord. = 46

Avg. Salary = \$81,536 Median Salary = \$79,250

Avg. Bonus: \$4,001 Avg. Raise: 4.4%

Avg. Years of Legal Mar/BD Experience: 4.9

Avg. Tenure at Current Firm: 3.2 years

Firm Size:	1-750	751-1000	1001+
Average Salary:	\$75,992	\$85,600	\$82,939
Median:	\$73,700	\$85,500	\$81,662
Average Bonus:	\$4,860	\$3,220	\$3,953
Average Raise:	4.3%	3.3%	4.4%

Average Salary, Bonus, & Raise by Firm Size

All Coordinators = 26

Avg. Salary = \$59,740 Median Salary = \$60,000

Avg. Bonus: \$2,579 Avg. Raise: 3.7%

Avg. Years of Legal Mar/BD Experience: 3.1

Avg. Tenure at Current Firm: 2.1 years

<u>Firm Size:</u>	<u>1-500</u>	<u>501-1000</u>	<u>1001+</u>
Average Salary:	\$55,229	\$66,692	\$58,773
Median:	\$58,000	\$67,500	\$59,500
Average Bonus:	*	\$3,583	\$2,194
Average Raise:	*	3.5%	3.2%

* Insufficient number of responses

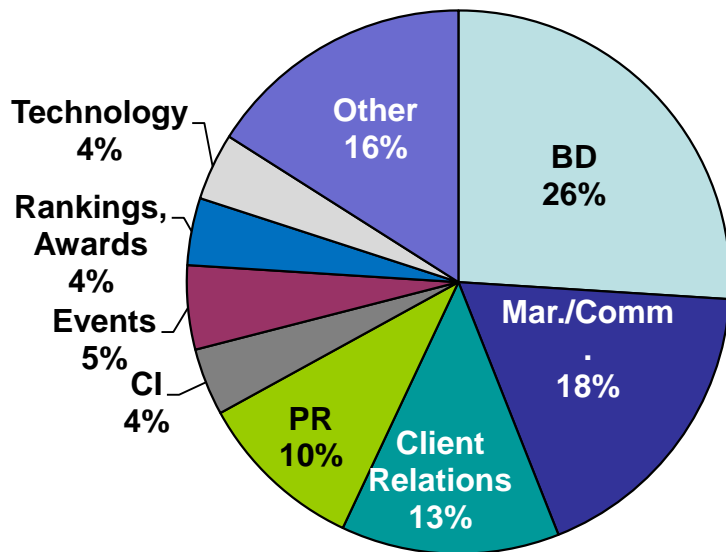
**NOTE: Insufficient data to provide breakdown
of Assistant salary info by Firm Size**

Addendum II: Responsibilities of a Marketing/BD Professional

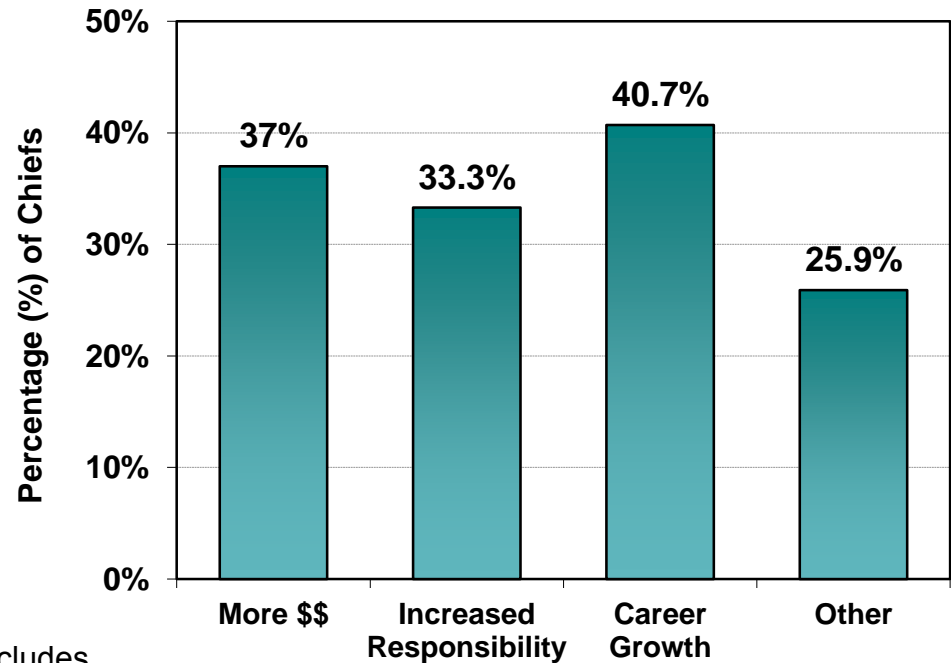
Chiefs: Responsibilities and the Future

100% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



An important career driver for me is:

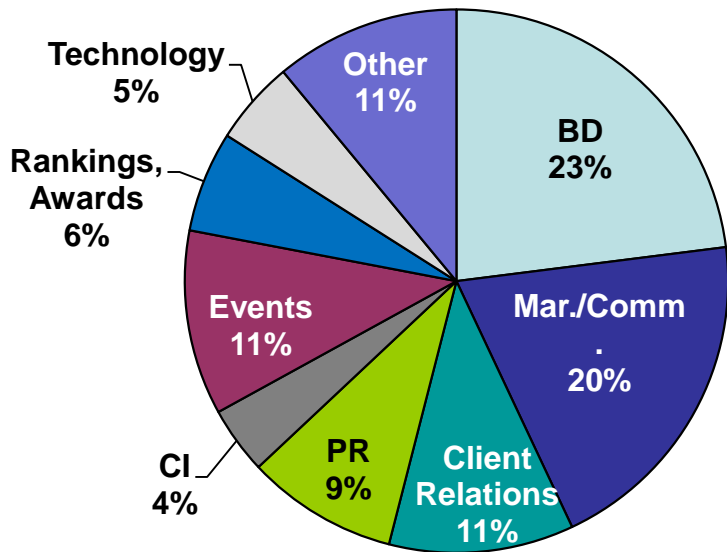


* Chief's "Other" primarily includes strategy and team management

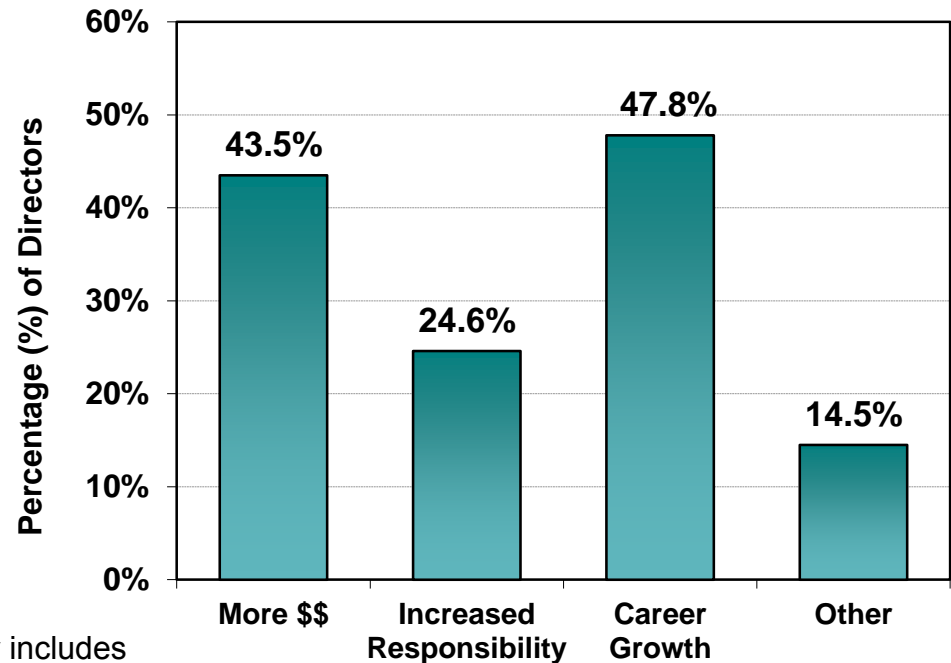
Directors: Responsibilities and the Future

*91% say they plan to be in legal
Marketing/BD in two years*

Where do you spend your time?



An important career driver for me is:

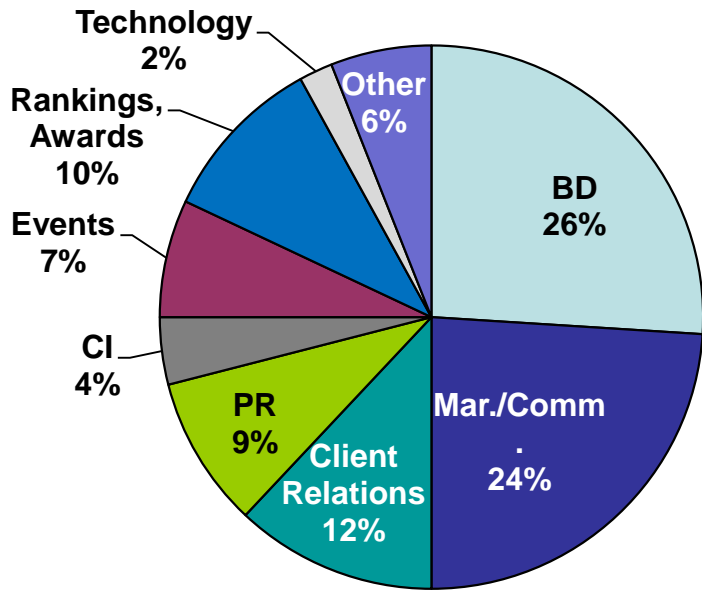


* Director's "Other" primarily includes operations and team management

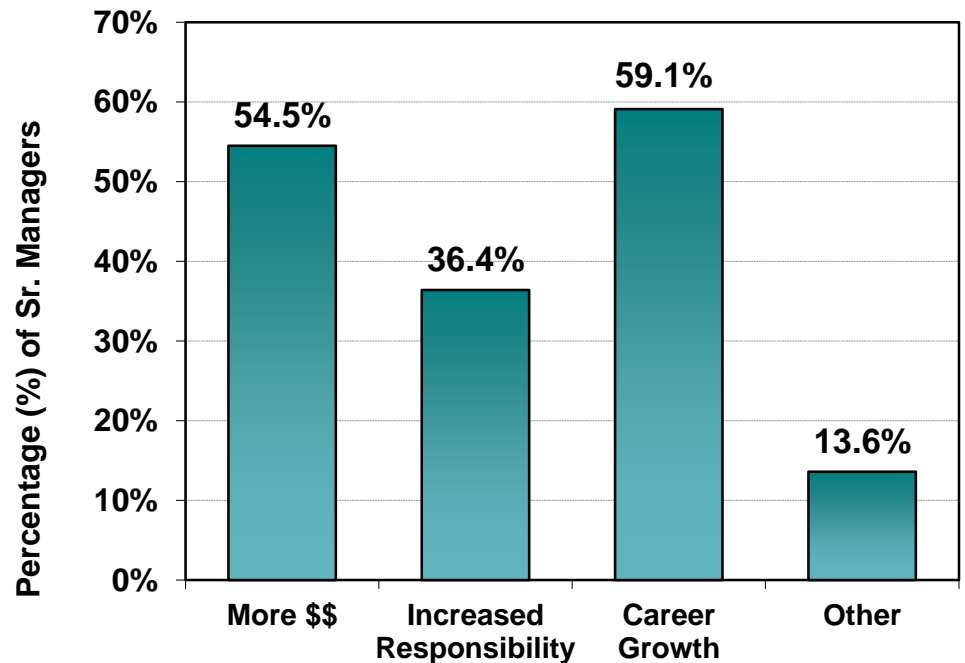
Sr. Managers: Responsibilities and the Future

100% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



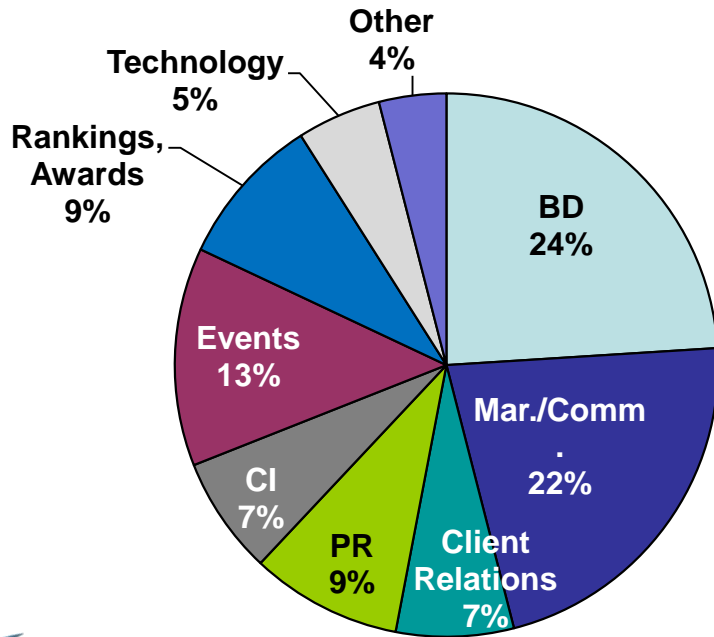
An important career driver for me is:



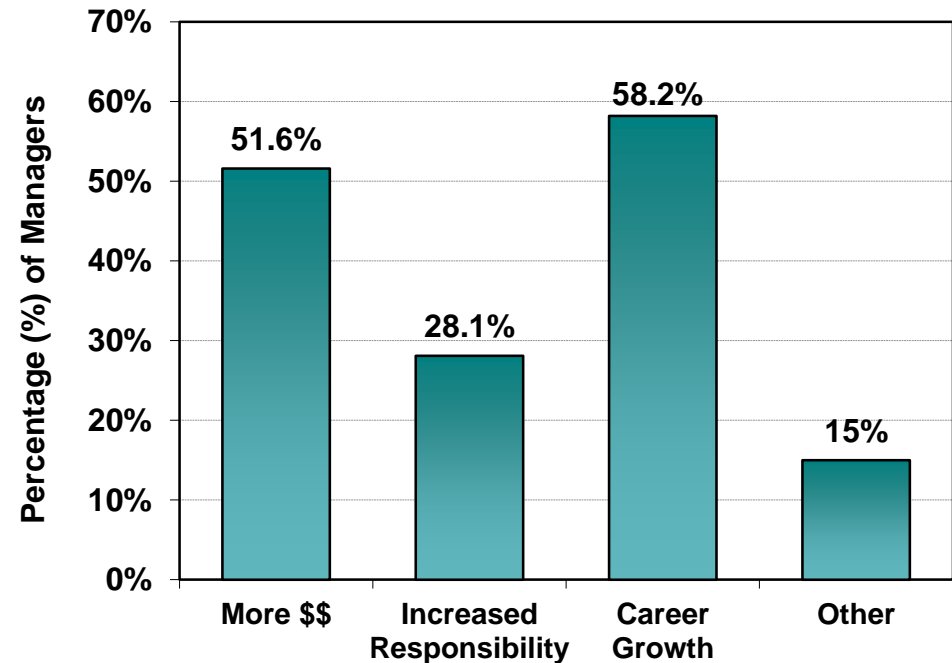
Managers: Responsibilities and the Future

85% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



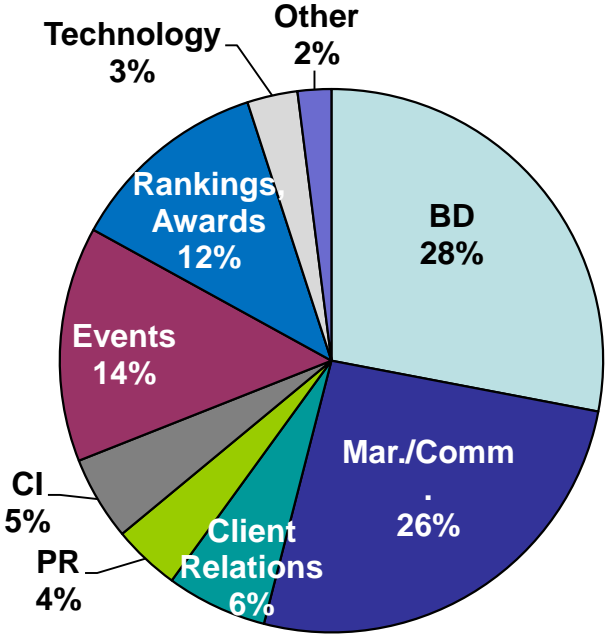
An important career driver for me is:



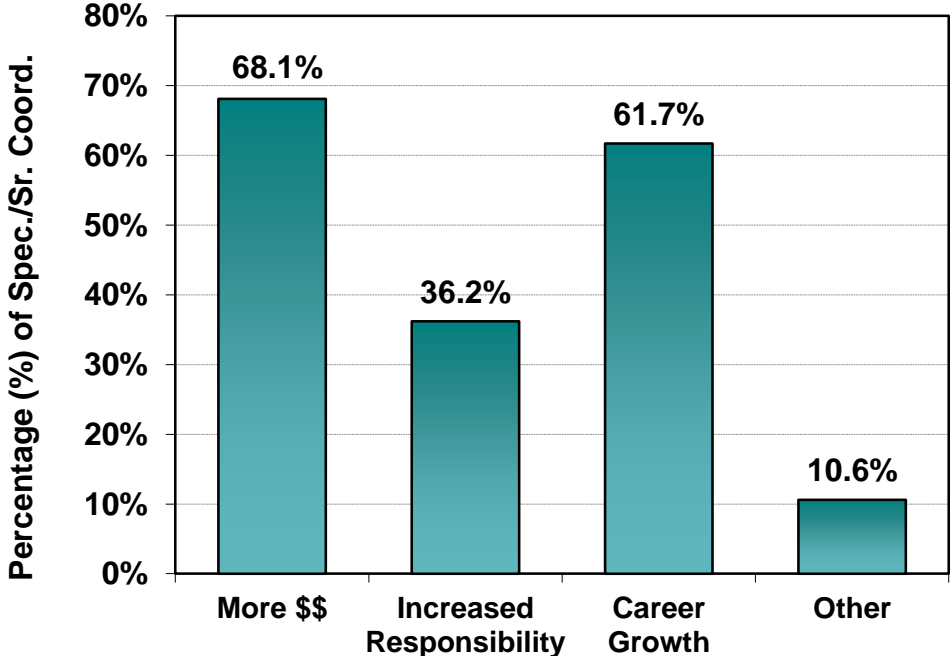
Specialists / Analysts / Sr. Coordinators: Responsibilities and the Future

74.5% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



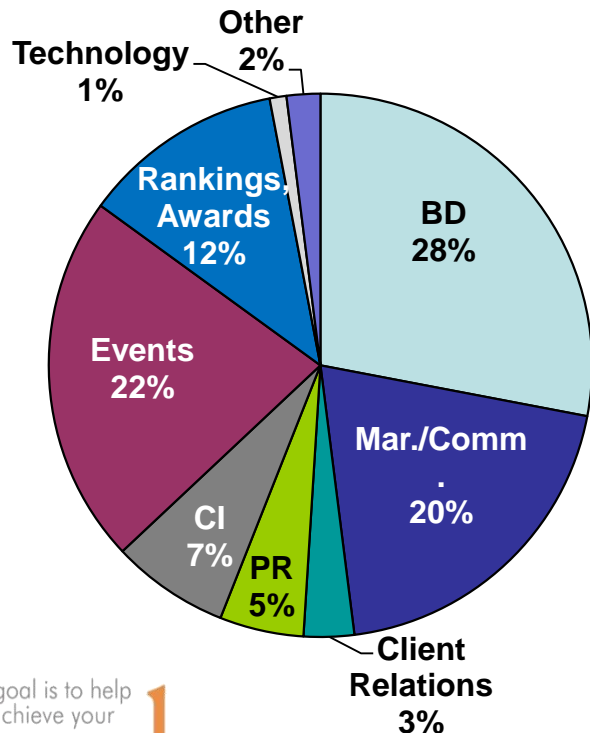
An important career driver for me is:



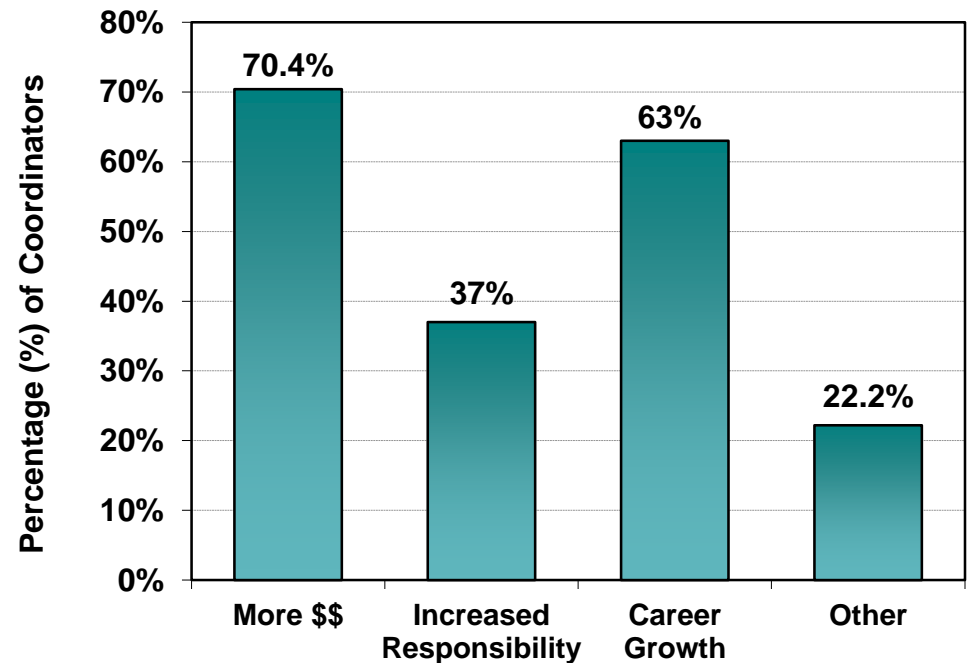
Coordinators: Responsibilities and the Future

*67% say they plan to be in legal
Marketing/BD in two years*

Where do you spend your time?



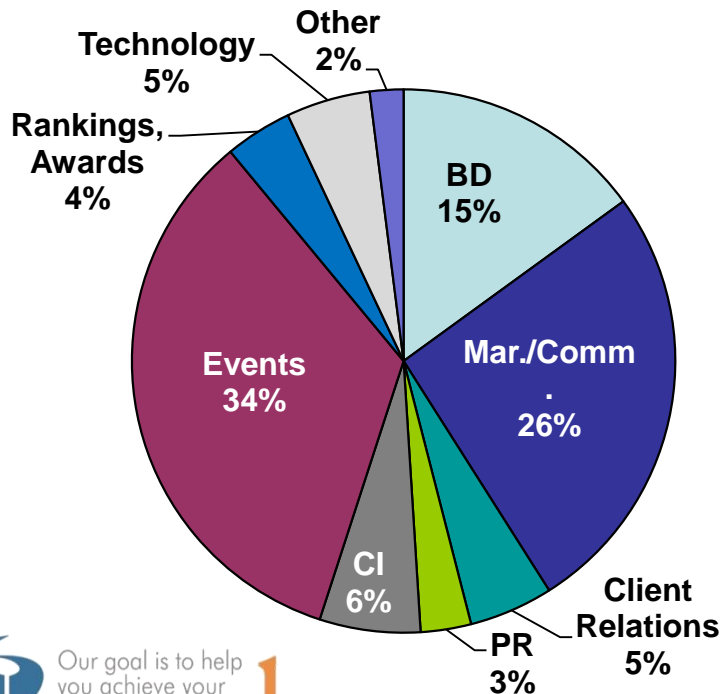
An important career driver for me is:



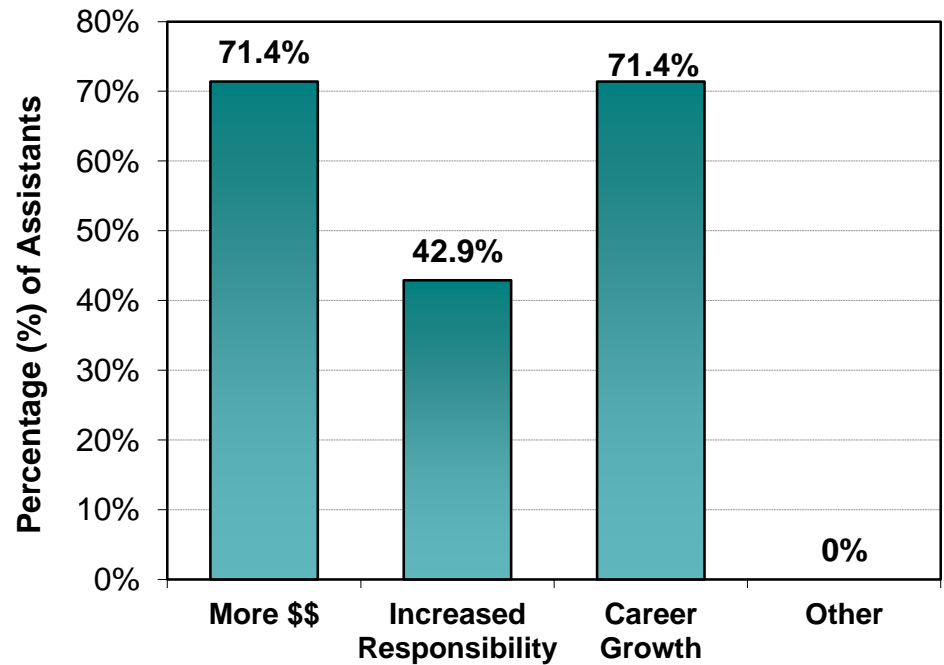
Assistants: Responsibilities and the Future

43% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



An important career driver for me is:



Wisnik Law Firm Marketing / BD Survey 2016

By Eva Wisnik

November 2016



Our goal is to help
you achieve your

goals

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