



Turning Expertise into Opportunity

Insights from Legal Marketing Leaders - Part 3

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From HBC's Sound Bites Blog (www.hellermanbaretz.com/soundbites)

In the third installment of our LMA video series, more of legal marketing's heavy hitters weigh in on hot industry topics. This week, listen up as Kevin McMurdo, CMO of Perkins Coie, Chris Kraft, Senior Director at HubbardOne, and Kathleen Reichert, CMO of Mayer Brown, give us their thoughts on the future of the industry.

[Amy](#) and [Caitlin](#) caught up with Kevin McMurdo and Chris Kraft after Kevin was honored by LMA at Thursday's luncheon for his many contributions to the industry. Kevin predicted that law firms' business models will radically transform, especially when it comes to attracting and marketing top talent. Chris told us something we heard a lot at LMA - that the the role of marketing and PR in law firms will continue to grow and evolve, and business development will remain an integral function in legal marketing.

Check out more from Kevin and Chris in the video below:

http://www.youtube.com/watch?v=sK3dE60V4kE&feature=player_embedded

Kathleen Reichert runs the marketing shop for Mayer Brown, which has nearly 1,800 attorneys in 22 offices across the world, so we were excited to hear what she had to say about the future of the industry. She agreed with Chris that marketing will see an increased focus on business development. She also told us that firm management will rethink the way they develop and brand new positions as firms consolidate, and predicted that marketing functions in law firms will be integrated to get more "bang for the buck."

Hear more from Kathleen in the video below:

http://www.youtube.com/watch?v=gdwY2TbKH-g&feature=player_embedded