

Law Firm Marketing Catalyst Podcast



Host Sharon Berman



Propel your firm forward!

What Law Firms Can Learn From Accounting Firms

The accounting profession realized years ago that in order to survive they would have to offer business solutions beyond audits. Drawing from firsthand experience, our recent guests on the Law Firm Marketing Catalyst podcast shared their perspectives on what law firms can learn from accounting firms.



Mari-Anne Kehler: Creating the “Right” Vision

Chief Marketing and Strategy Officer
Green Hasson Janks

Deloitte: Former Managing Director, Marketing



Jon Mattson: Innovative Approaches to Business Development

Director of Business Development
BakerHostetler

PricewaterhouseCoopers: Former Director, Client Relationships



Brenda Pontiff: Opening and Closing the Deal with Sales Professionals

Director of Business Development, Diversity & Inclusion
Horvitz & Levy LLP

Ernst & Young: Former Assistant Director, Global Pursuits



Greg Fleischmann: Becoming a Different Kind of Chief Marketing Officer

Chief Marketing Officer
Lowenstein Sandler LLP

Deloitte: Former Industry Marketing Leader

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