



Mark J. Levin, JD, MBA

Chief Marketing & Business Development Officer

Tel 312.474.9543
mlevin@marshallip.com

Mark J. Levin joined Marshall Gerstein as Chief Marketing & Business Development Officer in 2018, after more than 20 years in the legal industry and more than a decade in legal marketing, law firm business development, and attorney coaching.

Mark leads his team to develop integrated marketing and business development plans, build the firm's brand identity, and position Marshall Gerstein as an IP thought leader. Through his efforts to enhance client service technologies and grow the number of requests for proposals from innovators seeking IP advice, *Crain's Chicago Business* recognized Mark in the 2021 "Notable Executives in Marketing" list.

Representative Experience

Mark's areas of experience include:

- Legal Marketing
 - Marketing strategies
 - Brand creation
 - Communications and Public Relations
 - Client feedback programs
 - Client, CLE, and other firm events
- Law Firm Business Development
 - Growth strategies and pursuit management
 - Market research and analysis
 - Attorney coaching
 - Client Service Team Optimization
- General Department Administration
 - Team leadership and project management
 - Fostering team member growth and encouraging new ideas
 - Recruiting and retention

Background and Credentials

Mark earned his MBA at Northwestern University's Kellogg School of Management with concentrations in Marketing, Management & Strategy, and Media Management. Prior to that, he earned his JD at the Chicago-Kent College of Law and his undergraduate degree from Northwestern University. Mark has been in the legal industry in various capacities since 1995, working as an Executive at Thomson Reuters and as a Business Development Coach at Akina (now GrowthPlay) before becoming the Director of Business Development and Marketing at Levenfeld Pearlstein, LLC, and then the Chief Marketing & Business Development Officer at Neal, Gerber & Eisenberg LLP. Most recently, he co-founded and served as General Manager of The Right Profile, a company that provided psychometric assessments, reports, and talent development insight for law firms, law schools, and sports teams through its AttorneyAssessment and AthleteTypes offerings.

Education

- Northwestern University Kellogg School of Management (MBA)
- Chicago-Kent College of Law, Illinois Institute of Technology (J.D.)
- Northwestern University (B.A.)
 - Economics
 - French Studies

Publications and Presentations

- "Building Championship Client Teams," presenter, multiple law firm presentations, 2015-2017.
- "Right Fitting Your Firm," presenter, Law 2.5, Chicago, IL, September 30, 2015.
- "Innovation in Entry Level Recruiting," co-panelist, Ark Group Roundtable, San Francisco, CA, March 11, 2015.
- "Talent Assessment & Analytics: New Tools to Evaluate, Manage and Develop your Attorneys," co-panelist, Professional Development Roundtable for Global Law Firms, San Francisco, CA, March 10, 2015.

Community and Professional Involvement

- Member of Legal Sales and Service Organization (LSSO)
 - Editorial Board Member (2020–present)
- Member of Legal Marketing Association (LMA)
- Member of National Association of Law Placement (NALP)
- Member of Columbia Yacht Club
- Past board member of Lawyers for the Creative Arts