



Kathleen B. Leach

Chief Marketing Officer

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Profile

Kathleen oversees Bond's marketing team. She works with the firm's leadership on business development and marketing strategy, implementation and follow-through to maximize the firm's investments and achieve revenue growth.

Her responsibilities include working with firm leadership to create and implement practice, industry and office plans; assist and counsel lawyers on business development strategies; develop and implement branding strategy; manage all aspects of the marketing personnel, external service providers, infrastructure and budget; and measure performance.

Prior to joining Bond, Kathleen ran a marketing consulting business for professional services firms. With law firms, Kathleen served as CMO for AmLaw 100 firm Faegre Baker Daniels and as Marketing Director at AmLaw 50 firm Squire Patton Boggs.

Honors & Affiliations

- Minnesota Lawyer, Unsung Legal Heroes, 2009

Representative Presentations

- Law Firm Alliance Fall 2013 Meeting: What's Hot, What's Not in Legal Marketing

Education

- Rockhurst University (M.B.A. in Marketing/Management)
- St. Bonaventure University (B.A. in Marketing)