

Clifford G. Gately
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PROFILE

A business development and marketing professional experienced with top-tier global, national, and regional professional services organizations (law firm, accounting, consulting). Brings a consultative approach, strong work ethic, and ability to effectively interact with senior management, C-suite executives, and high-level partners.

Business Development	Hands-on strategist who has created and executed on a wide range of BD activities, including: prospect targeting, competitive research, events, and RFPs. Has developed initiatives to cultivate new clients and expand existing client relationships.
Marketing and Communications	Has created impactful messaging across a wide range of communications platforms – website, social media, intranet, e-advisories and newsletters, brochures, ads, and annual reports. Has crafted leadership speeches, articles, and messages for senior management.

PROFESSIONAL EXPERIENCE

Vedder Price P.C. – Practice Development Contractor 2/19 – Present
Assist Litigation, Corporate, and Labor & Employment Practices in all aspects of marketing and business development.

Heyl, Royster, Voelker & Allen, P.C. – Business Development Director 11/12 – 12/18
Led all BD and Marketing Department-supported initiatives during a period of unprecedented growth for this regional firm.

- Pioneered Client Service Team program for firm's top clients. Reversed trend of declining new-file counts for firm's top clients.
- Created "Gap Analysis" reporting that focused BD efforts on clients, offices, and practices.
- Worked with more than 20 practices to create business plans.
- Developed winning RFP responses directly related to more than \$4.5 million in revenue from new and existing clients.
- Helped develop pricing models and establish standard "rack" rates for firm's practices.
- Created quarterly "Pipeline Report" that increased cross-office and cross-practice collaboration.
- Managed all marketing communications, including PR, website, social media, PR, and advertising.
- Increased website traffic (visitors and unique visitors) by more than 20%.
- Designed and presented BD and social media training programs to partners, Of Counsel, and associates.
- Reported to Managing Partner and chair of Business Development Committee.
- Managed Marketing/BD Department budget and staff of four.

Gately Consulting – Principal 11/11 – 11/12
Provided marketing and BD strategy, advice, and implementation to lawyers, law firms, professional services firms, and nonprofit associations and organizations.

Holland & Knight – Senior Marketing Communications Manager 2/11 – 11/11
Led the Mar/Comm team for this international law firm with 20 offices and 1,000 attorneys.

- Developed strategies, communications, and marketing collateral in support of business development initiatives.
- Orchestrated Marketing Department teams (e.g., Business Intelligence, Proposal Group, Creative Services, PR, Events, etc.) on a wide variety of initiatives to win new clients and market additional services to existing clients.
- Created and refined knowledge management and tracking systems on various electronic platforms.

Jenner & Block – Marketing Manager 12/02 – 02/11
Member of the business development and marketing team of the first full-service Marketing Department in the history of this *Am Law 100* law firm headquartered in Chicago.

- Worked with Corporate Practice to develop and execute on business development and marketing activities.
- Conducted target research, analysis, and competitive intelligence.
- Managed CRM program (InterAction) to coordinate and maximize on lead-generation efforts.
- Evaluated sponsorships, speaking opportunities, and other outreach and partnering opportunities.

- Led or participated in an average of 65 targeted proposals and other presentations per year.
- Launched several new initiatives, including the Litigation Department's *Spotlight* newsletter and event series.
- Served as Managing Editor of firm's award-winning annual report – *Highlights*.
- Developed impactful messaging across all practices/industries.
- Supervised Marketing Department staff and trained new employees.

Jones Lang LaSalle – Sr. Manager, Marketing/Communications/New Business Development 6/00 – 12/02

Supported the U.S. and global business-to-business marketing initiatives for this leading corporate real estate management and investment company, which is headquartered in Chicago with offices in 100 locations.

- Wrote, edited, and coordinated design and production of business-unit marketing communications.
- Served as lead writer and project manager for major new-business wins accounting for more than \$2 million in annual revenues, including Avaya, Corning, Deutsche Bank, Harris Bank and Towers Perrin.
- Revised content and design of the *Jones Lang LaSalle Overview*, the company standard for client presentations.
- Wrote, scripted, designed and coordinated production of interactive cross-selling CD.
- Authored the *Cross-Selling Companion*, an internal manual on the company's products and services.

Katten Muchin Rosenman – Marketing Manager 10/98 – 6/00

Member of the new national Marketing Department team for this commercial law firm headquartered in Chicago.

- Participated in developing the firm's branding program and brand management.
- Implemented marketing strategies consistent with practices' business plans.
- Created marketing collateral, annual reports, 30+ practice brochures, website content, proposals, and presentations.
- Developed advertising strategy, copy, and design.

KPMG Peat Marwick LLP – Marketing Specialist, New Business Development 11/96 – 10/98

Lead writer in the Regional Sales and Marketing Department that served this global accounting and consulting firm.

- Developed proposals and oral presentations for audit and consulting partners. New-business wins included Sears, Tricon Global Restaurants (KFC, Taco Bell, Pizza Hut), Illinois Institute of Technology, and the United Methodist Church.
- Created brochures for specialized consulting practices, including the Software Strategic Consulting, "Economic Value Added," and Investment Services consulting products/practices.

ADDITIONAL EXPERIENCE

Member, Chicago Bar Foundation Marketing Committee 06/06 – present

Member Editorial Board, *CBA Record Magazine*, Chicago Bar Assn. (Circ. 22,000) 10/95 – present

Associate Editor, *Litigation Docket*, American Bar Assn. (Circ. 60,000) 11/95 – 12/01

Attorney, Civil Law and Litigation 1984 – 1995

Fishman & Fishman & Saltzberg, P.C; Larry L. Fleischer & Associates; Orner & Wasserman, Ltd.

HONORS AND AWARDS

- 2009 *PR News Legal PR Award* (Annual Report category) – Jenner & Block *Highlights* and *Heart of the Matter*.
- *American Society of Association Executives' 2000 Gold Circle Award of Excellence* – *ABA Litigation Docket*.
- Society of National Association Publications' 1997 *EXCEL Award* winner for best writing – *ABA Litigation Docket*.
- *High Paper Award*, Willamette University College of Law.
- Order of the Barristers, Willamette University College of Law.

EDUCATION

Willamette University College of Law, Salem, Oregon

Doctor of Jurisprudence

Colorado College, Colorado Springs, Colorado

Bachelor of Arts, History and Philosophy