



2018 Law Firm Marketing/ BD Survey



Wisnik Career Enterprises, Inc.
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Our goal in sharing this information with you is to offer benchmarks for where you, your staff, and your department fall as compared to your peers.

Dear Friends of Wisnik,

We wanted to share the current findings from the 2018 Wisnik Law Firm Marketing/BD Survey with you. This is our 11th BD/Marketing survey since 2006. The following information is based on a survey sent to all levels of legal Marketing and BD professionals at top law firms across the nation in July 2018. The results that follow were generated from 377 responses. Thank you to all of those who participated!

Our goal in sharing this information with you is to offer benchmarks for where you, your staff, and your department fall as compared to your peers. We believe that these salary and bonus numbers reflect the current market accurately. By this, I mean that if a firm were to call tomorrow and ask us what they needed to pay a BD manager, we would confidently quote them the numbers in this report. We have found that the new jobs we have received since January fall into these ranges.

We hope that you find the enclosed information valuable. Your responses to this Wisnik Law Firm Marketing/BD Survey help us to capture and confirm market trends. As for the market, we have definitely seen a continued increase in new law firm Marketing/BD positions throughout the year and are hopeful that new opportunities will continue to grow. Please let us know if there is any way we can help you achieve your goals.

All the best,

Eva Wisnik

Biography



Eva Wisnik
President
Wisnik Career Enterprises, Inc.

Eva Wisnik founded **Wisnik Career Enterprises, Inc.** in 1996 after serving as Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. Over the past 22 years, she has worked with over 100 law firms, including 86 of the AmLaw 100. Eva has placed over 800 Marketing and BD professionals into law firms nationwide, and has conducted over 625 training programs for attorneys on topics that include Business Development Skills, Time Management and Myers Briggs. In addition, **Wisnik Career Enterprises, Inc.** has conducted over 50 salary surveys for law firm professionals since 1998.

Eva holds an MBA in Marketing from Fordham University and a BA in Psychology from Barnard College.

Table of Contents

Profile of Marketing/BD Professional

Slide 7

Wisnik Salary Findings

Slide 11

Industry Findings: Firm Structure & Staffing

Slide 20

Salary Breakdown by Position and Firm Size

Slide 28

Responsibilities
of a Marketing/BD Professional

Slide 35

Participant Response Breakdown

Total of 377 marketing professionals' salary and industry information by:



Position

- Chief: 43
- Director: 71
- Senior Manager: 41
- Manager: 151
- Specialist/Analyst/
Sr. Coordinator: 47
- Coordinator: 21
- Assistant: 3



Location

- Chicago: 35
- DC: 55
- NY/NJ: 179
- Bay Area: 23
- *Regional: 85
(*Atlanta, Boston, Denver,
Detroit, LA Area, Philadelphia,
St. Louis, Texas)



Firm Size

- 1-250: 61
- 251-500: 55
- 501-750: 44
- 751-1,000: 76
- 1,001+: 128

All Respondents: Summary of Interesting Survey Results

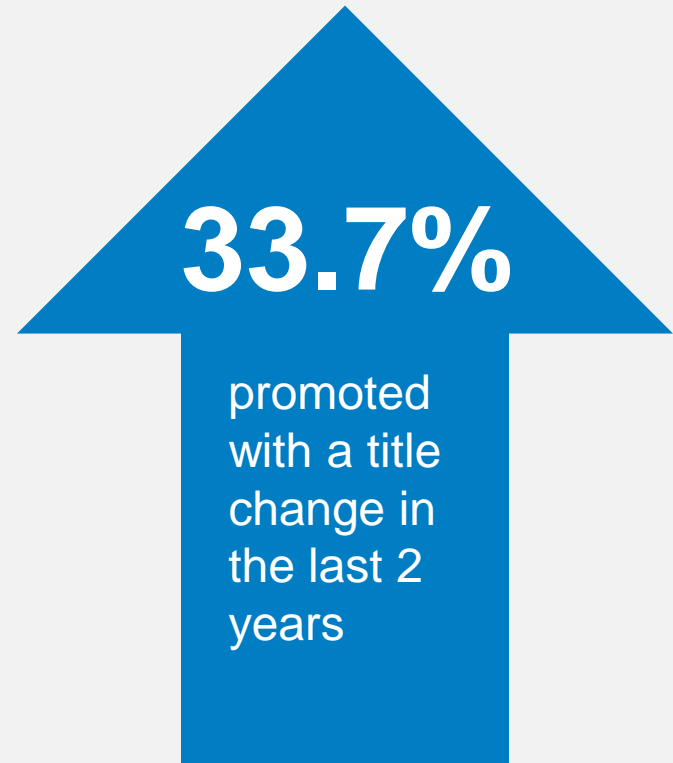
6.2 years CMO average tenure

5.2 years Director average tenure

97.3% Received either a bonus, raise or both last year

5.3% Joined Marketing/BD in the last 2 years

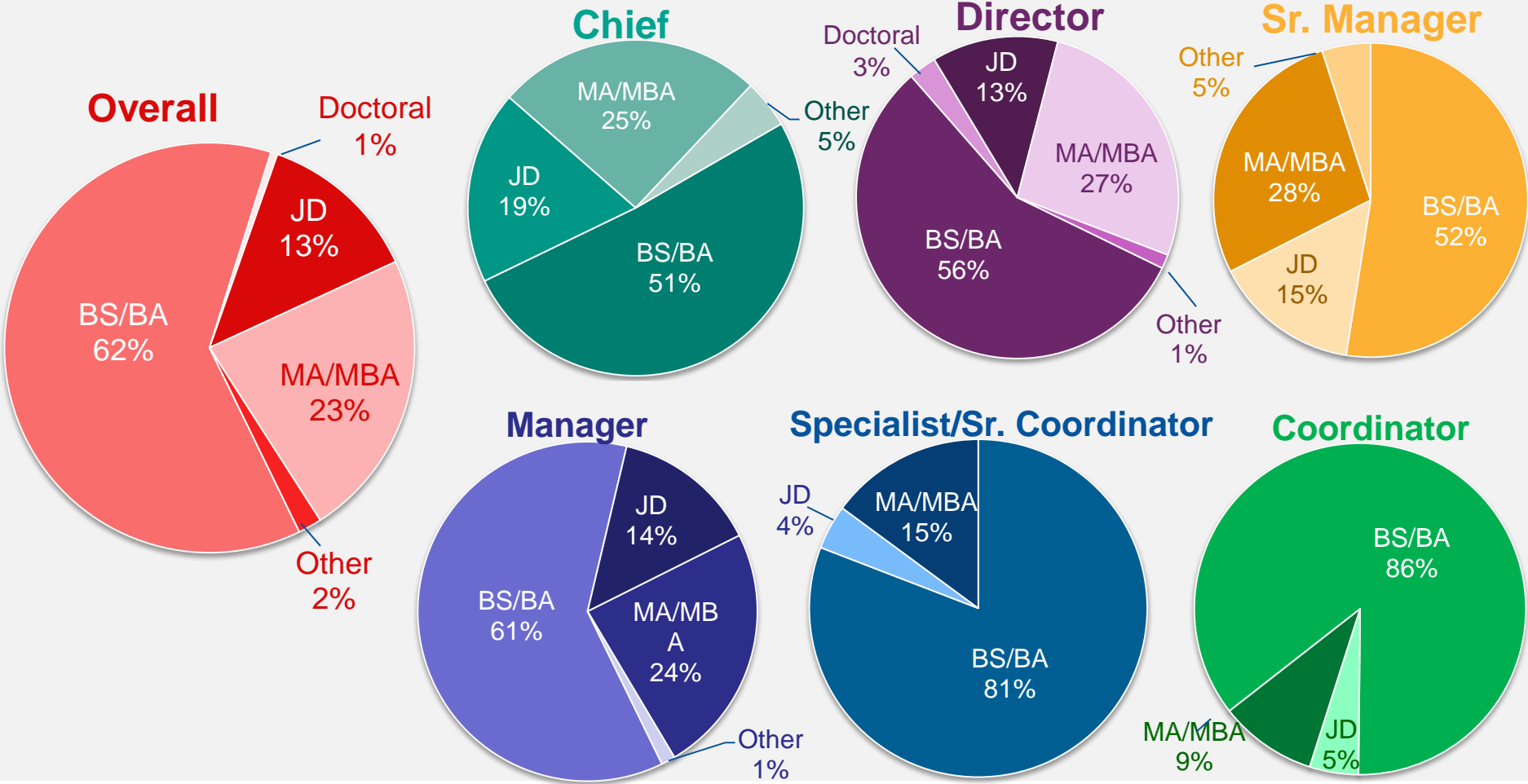
66.3% Have been in Marketing/BD for more than 8 years



Profile of Marketing/BD Professional

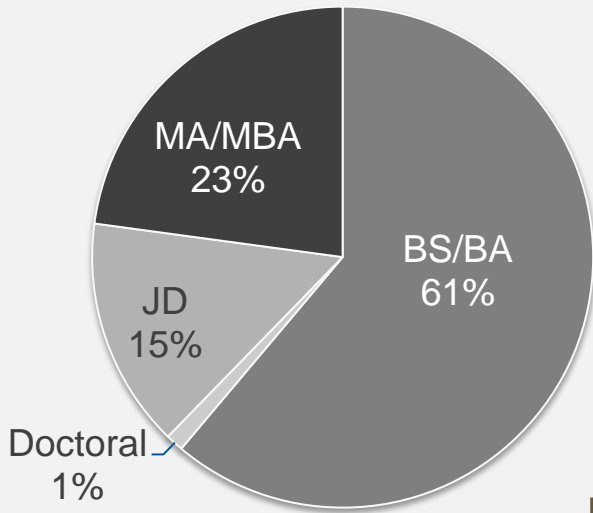


2018 Highest Degree of Education by Job Title

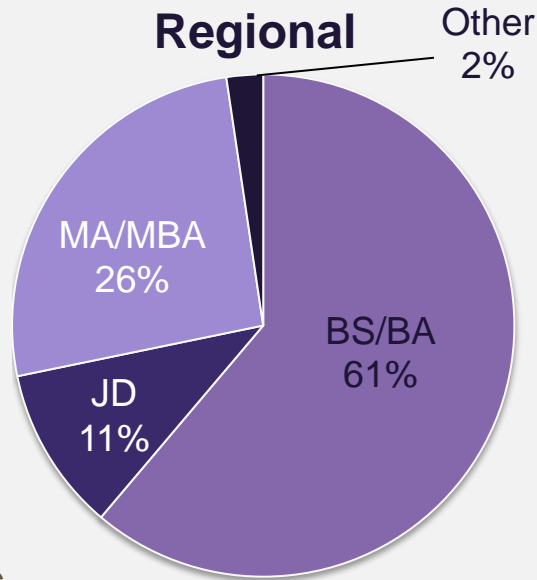


2018 Highest Degree of Education by City

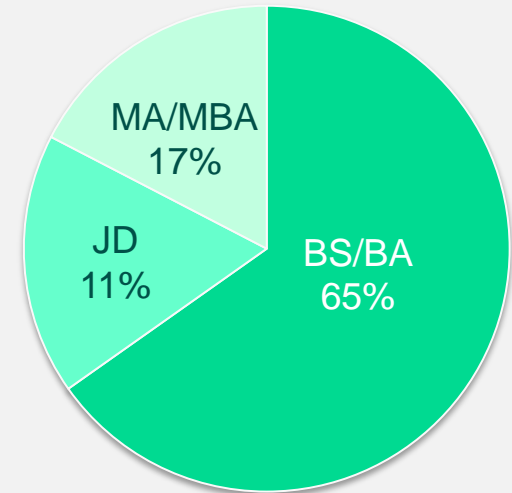
NY/NJ



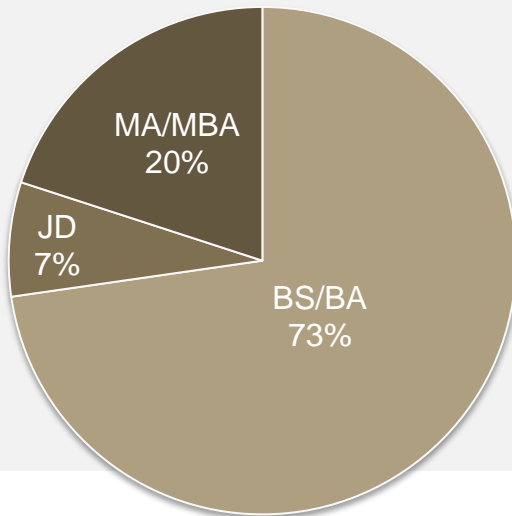
Regional



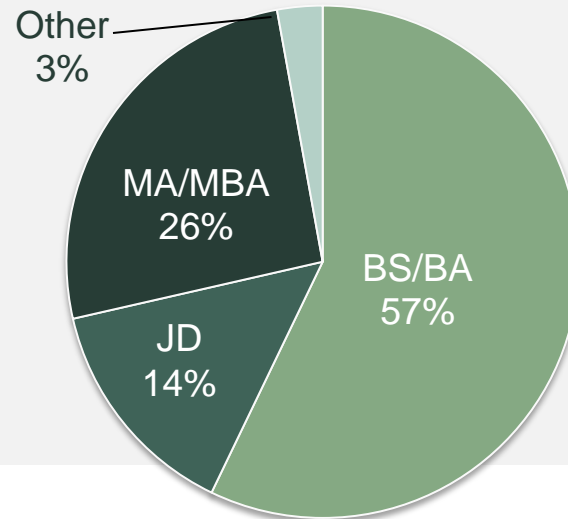
Bay Area



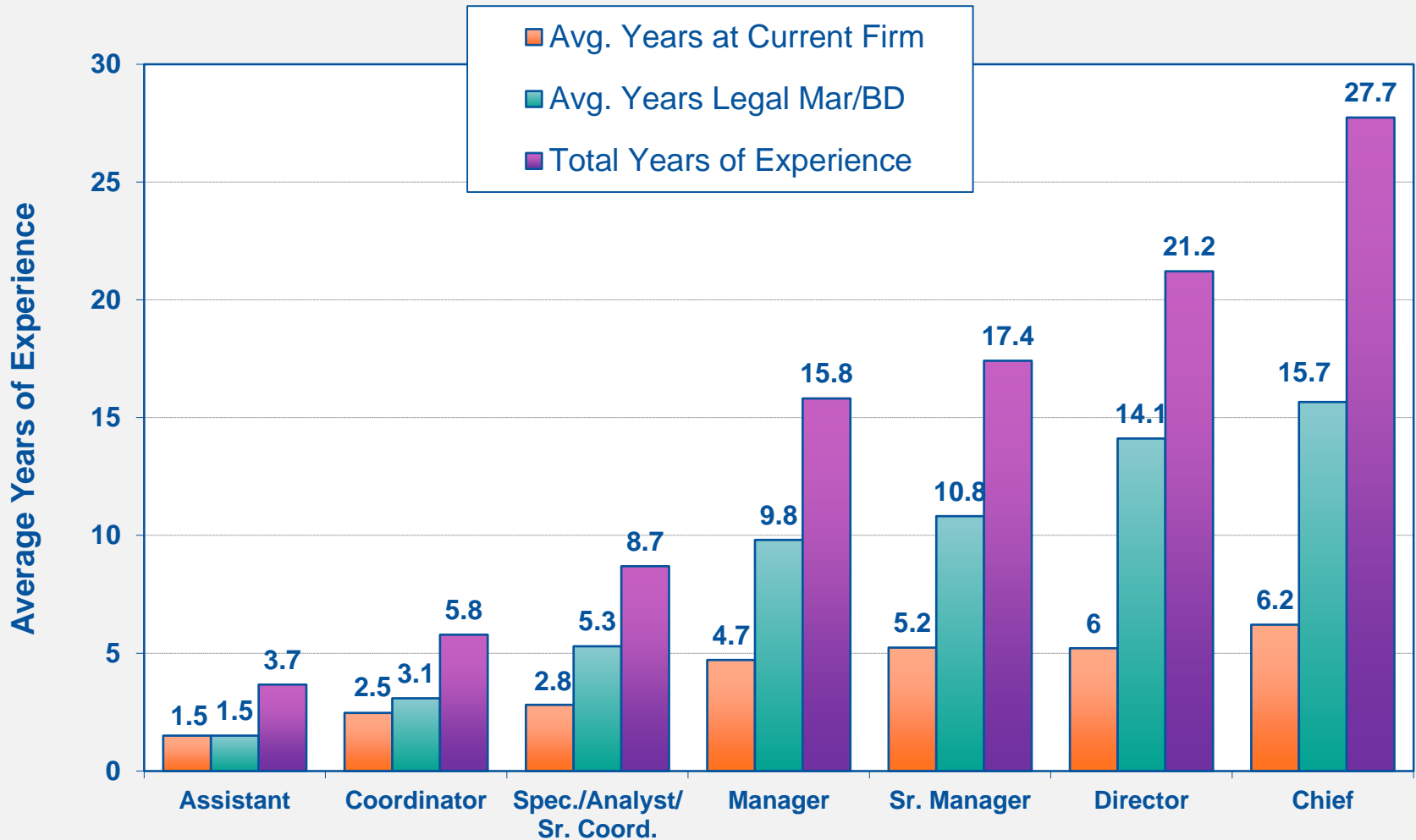
DC



Chicago



Law Firm Marketing / BD Professionals: Years of Experience



Wisnik Salary Findings



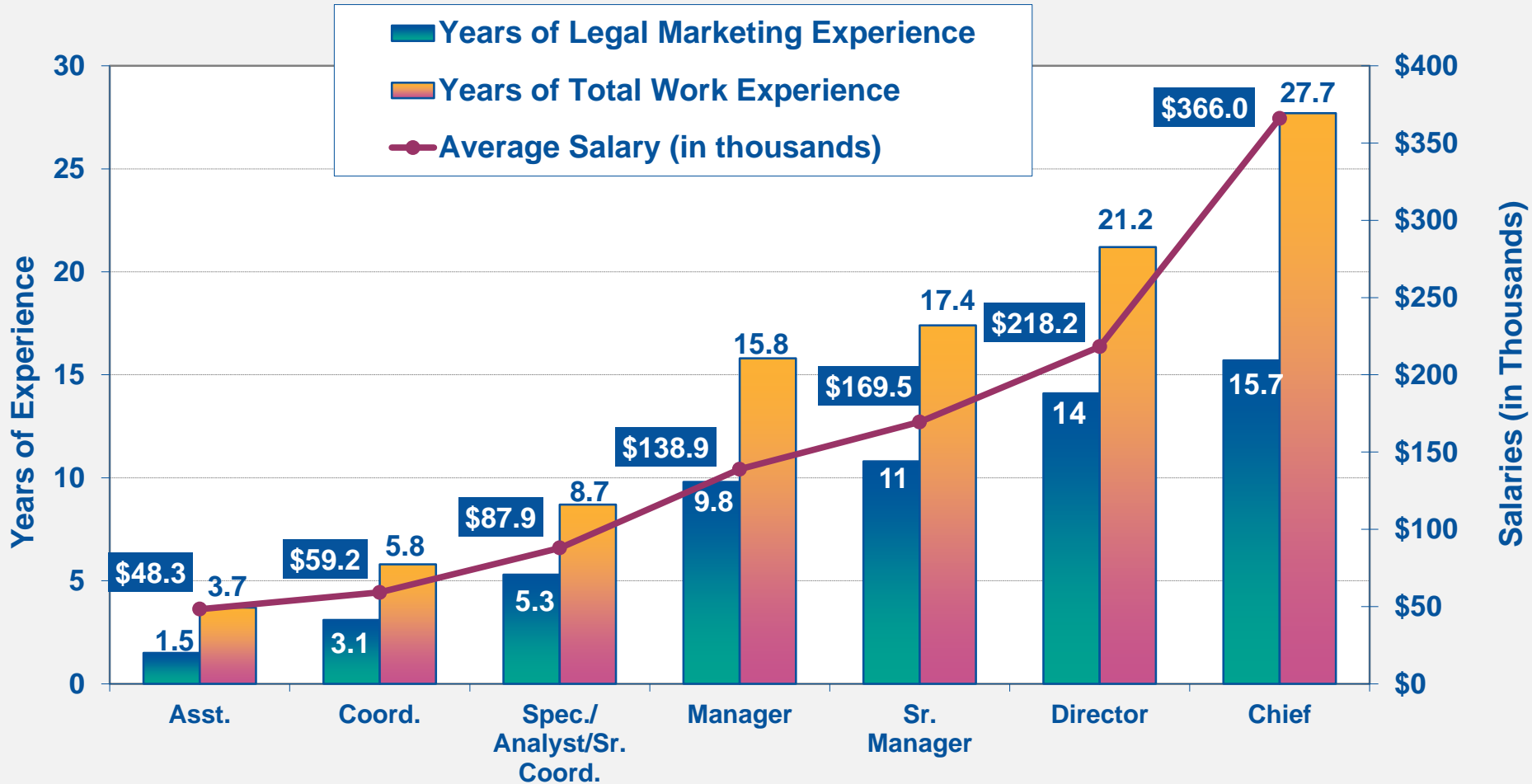
All Respondents: 2018 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (43):	\$366,023	\$340,000	\$242k - \$440k	\$61,973	5.7%
Director (71):	\$218,224	\$210,000	\$178.5k - \$260k	\$26,992	5.1%
Sr. Manager (41):	\$169,483	\$167,250	\$150k - \$190k	\$12,028	6.2%
Manager (150):	\$138,885	\$136,750	\$120k - \$155k	\$9,463	5.4%
Specialist/Analyst Sr. Coord. (47):	\$87,862	\$88,280	\$77k - \$95k	\$4,744	5.6%
Coordinator (20):	\$59,260	\$57,000	\$51.5k - \$70k	\$3,027	4.3%
Assistant (3):	\$48,333	\$49,000	\$47.5k - \$49.5k	\$1,991	3.6%

Average Salaries by City: NY/NJ, DC, Bay Area, Chicago, Regional

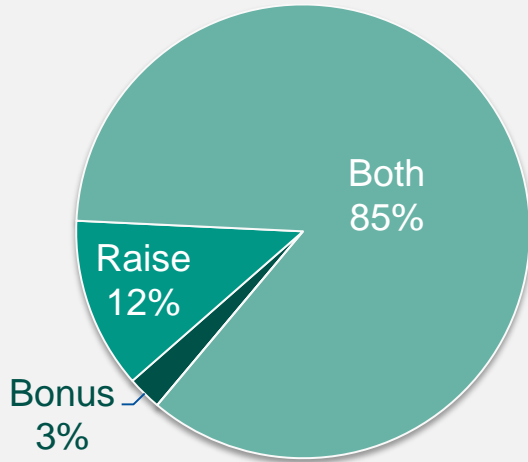
Title (# responses with salary data)	NY/NJ	DC	Bay Area	Chicago	Regional
Chief (43):	\$403,000	\$451,429	\$362,500	\$374,400	\$281,214
Director (71):	\$246,940	\$213,000	\$242,300	\$182,850	\$174,250
Sr. Manager (41):	\$183,373	\$163,943	\$165,000	\$156,667	\$141,500
Manager (150):	\$147,804	\$137,796	\$148,750	\$135,967	\$118,282
Specialist/Analyst Sr. Coord. (47):	\$90,434	\$87,754	\$86,000	\$80,930	\$80,400
Coordinator (20):	\$70,643	\$47,000	\$56,500	\$60,250	\$47,950
Assistant (3):	\$49,500	\$46,000	-	-	-

Average Salary vs. Average Years of Experience

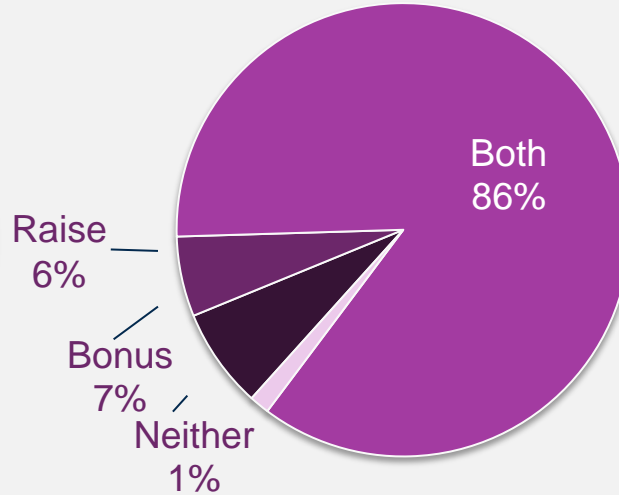


Did You Get a Bonus or a Raise?

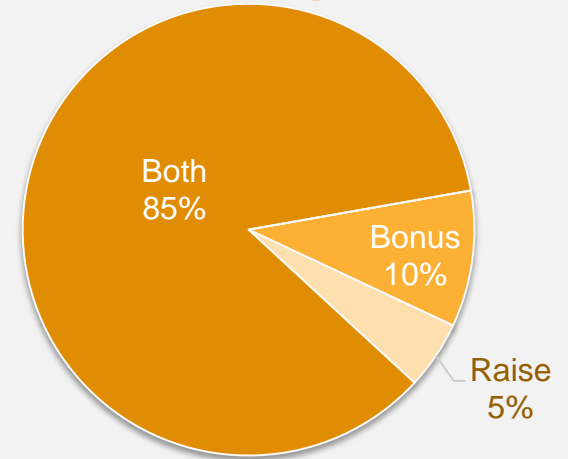
Chief



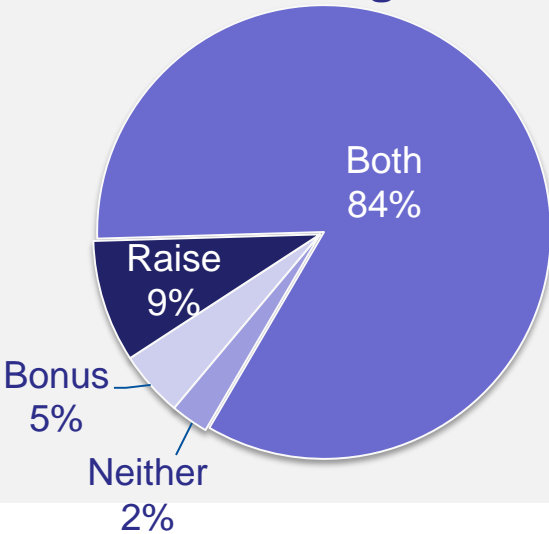
Director



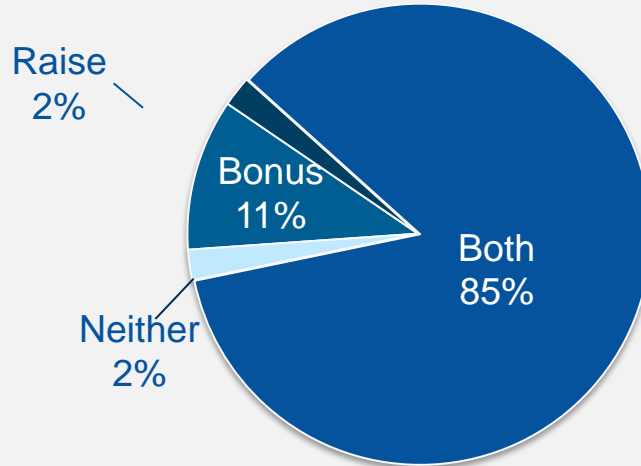
Sr. Manager



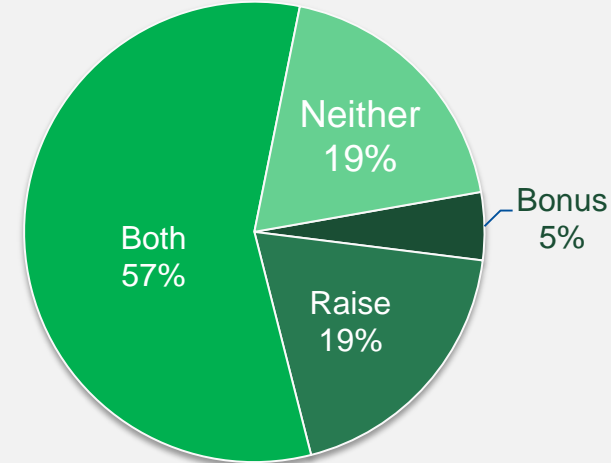
Manager



Specialist/Sr. Coordinator



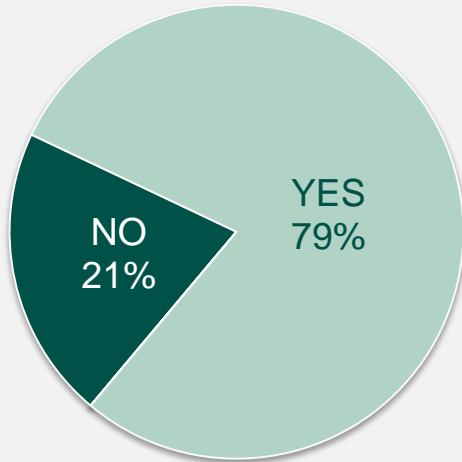
Coordinator



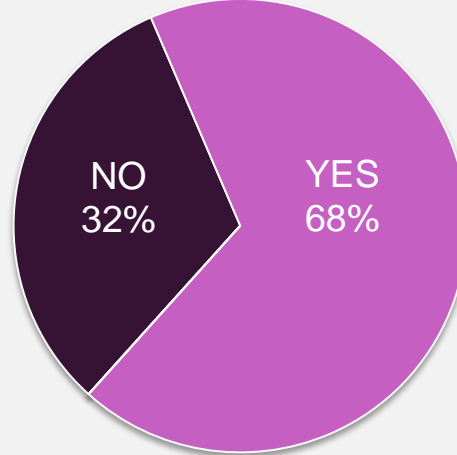
Our goal is to help you achieve your goals

Are You Satisfied with Your Compensation?

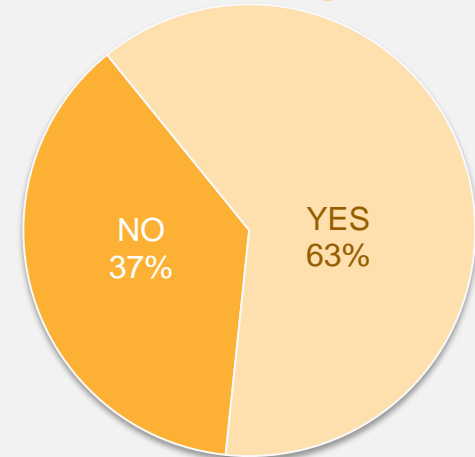
Chief



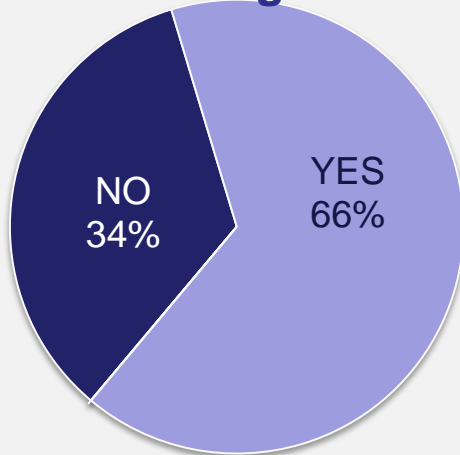
Director



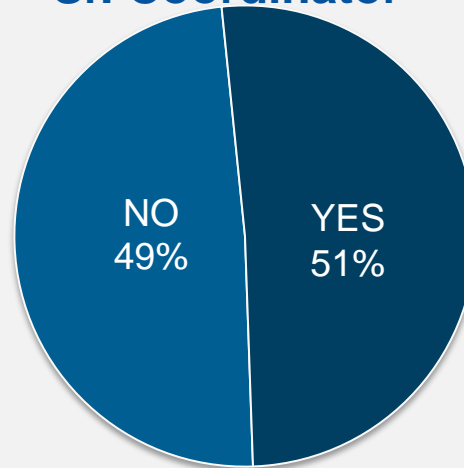
Sr. Manager



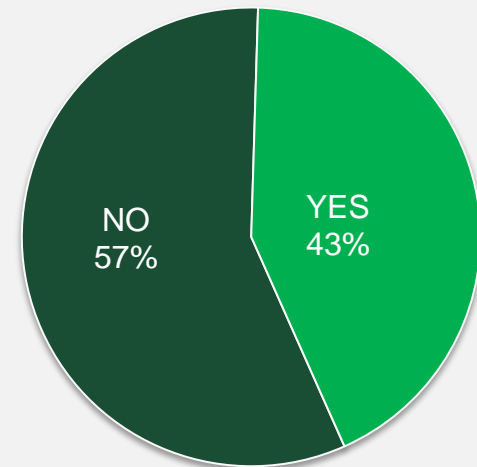
Manager



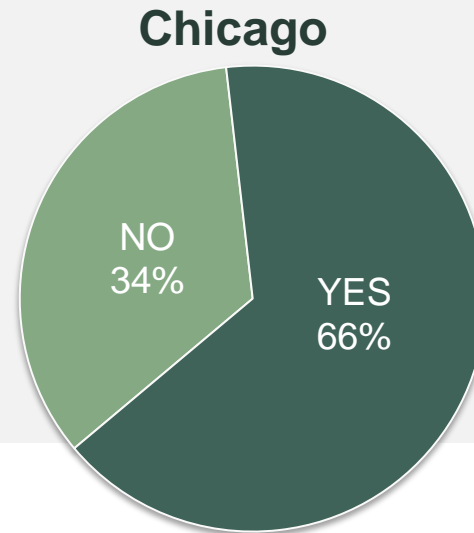
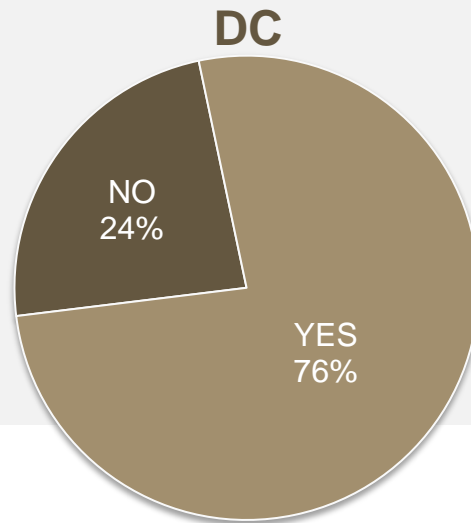
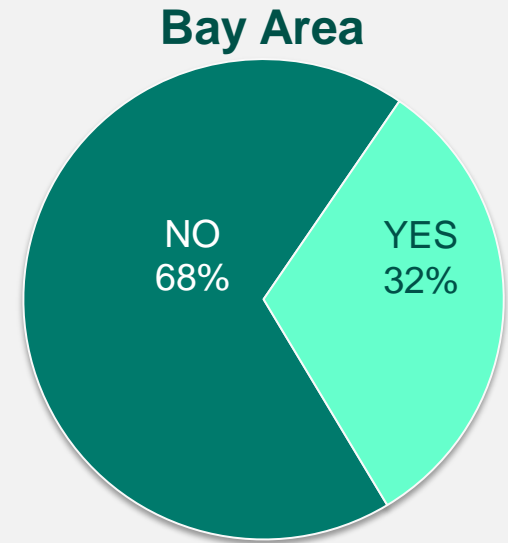
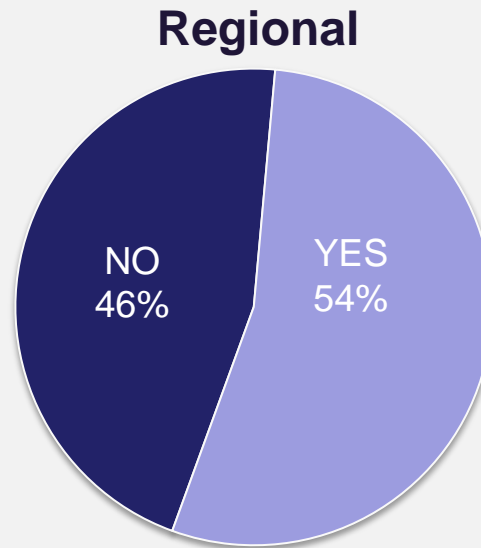
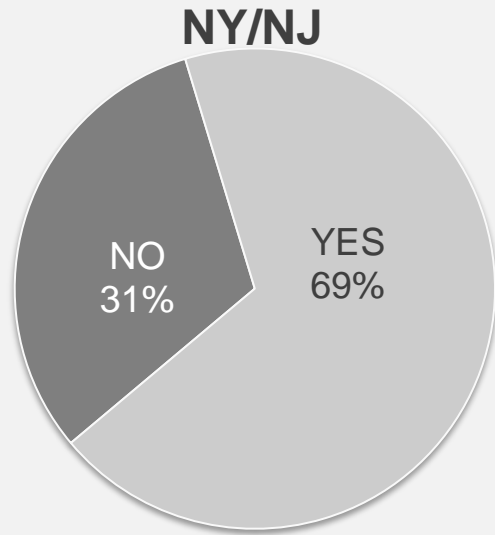
Specialist/ Sr. Coordinator



Coordinator

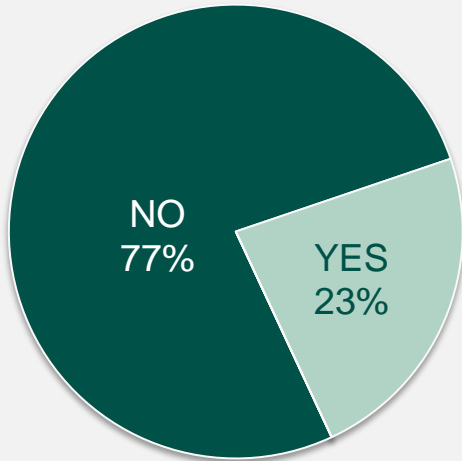


By City: Are You Satisfied with Your Compensation?

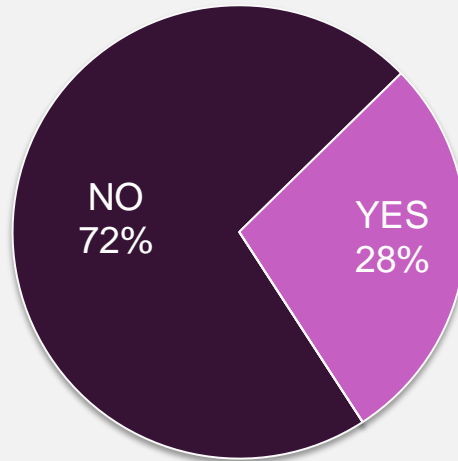


In the Past 2 Years, Have You Had a Promotion with a Title Change?

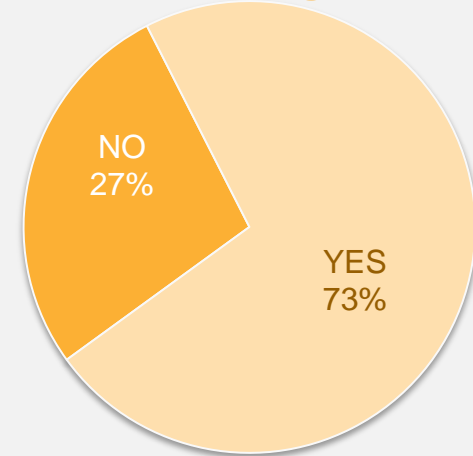
Chief



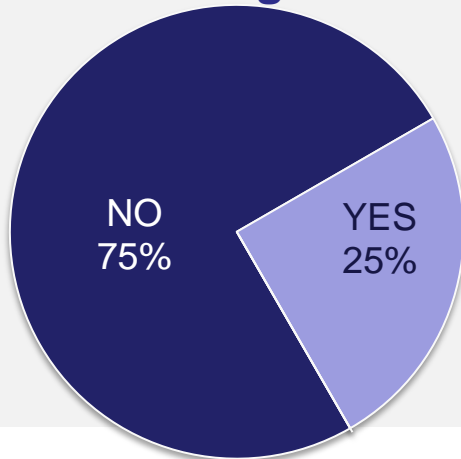
Director



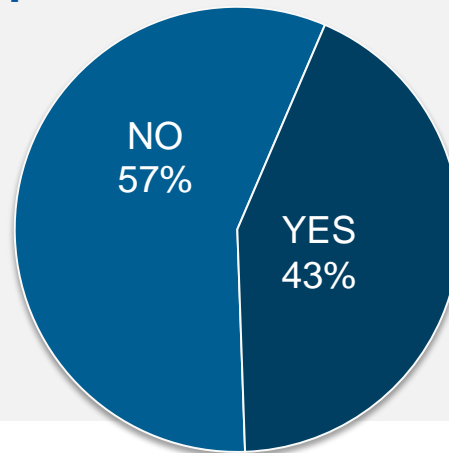
Sr. Manager



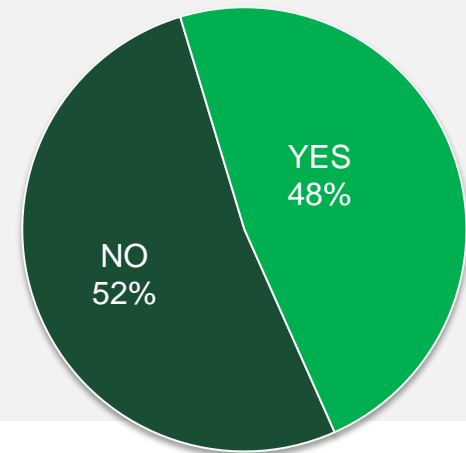
Manager



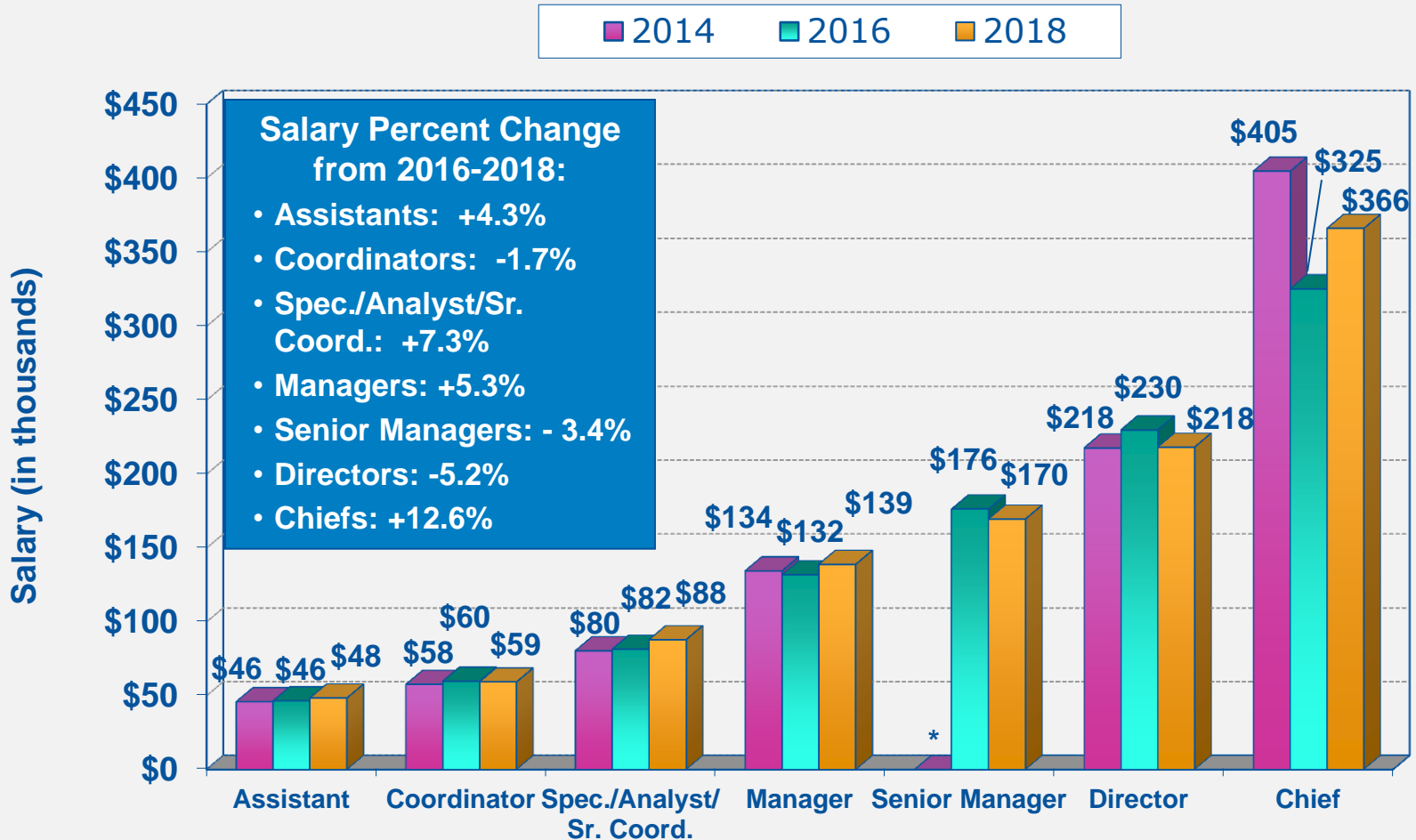
Specialist/Sr. Coordinator



Coordinator



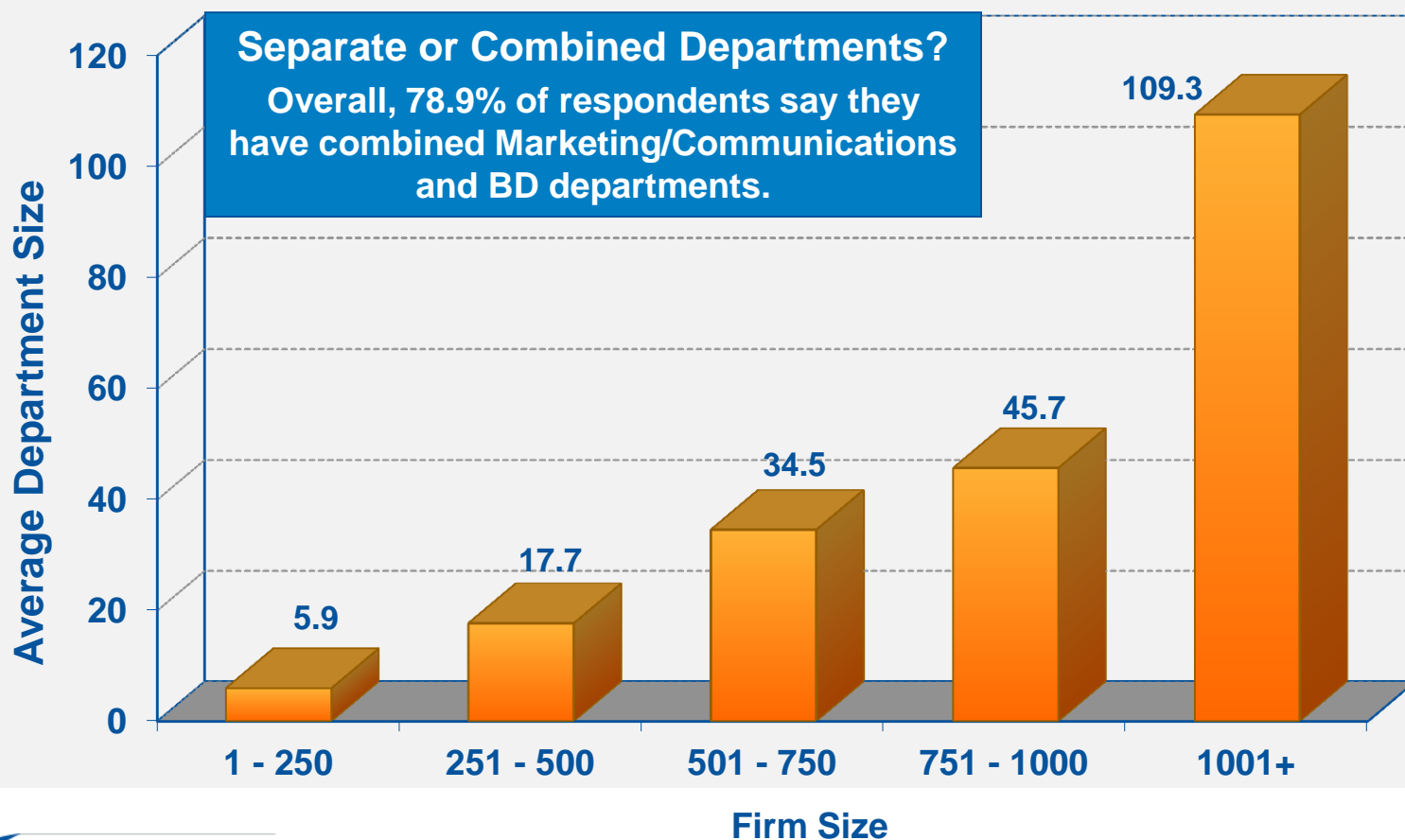
Mar/BD Professionals (NY, DC, Chicago): Average Salary Comparisons, 2014 - 2018



Industry Findings: Firm Structure & Staffing

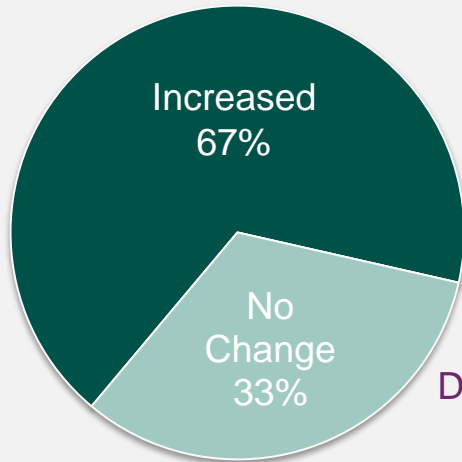


Size of Firm vs. Size of Marketing Department

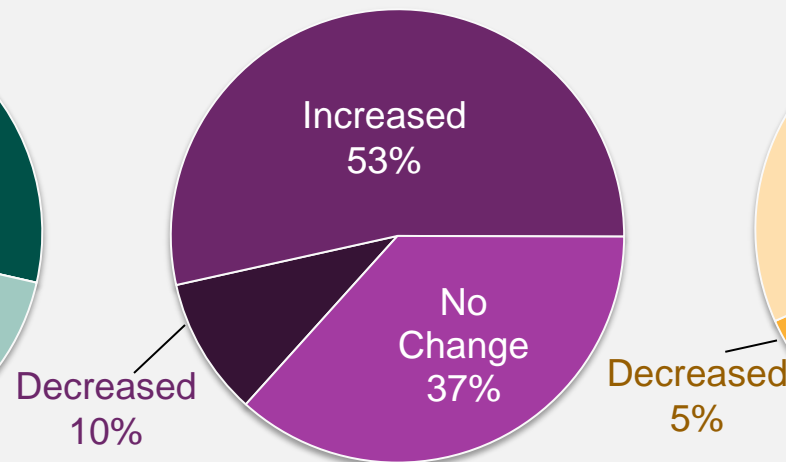


In the Past 2 Years, Has Your Department Size Changed?

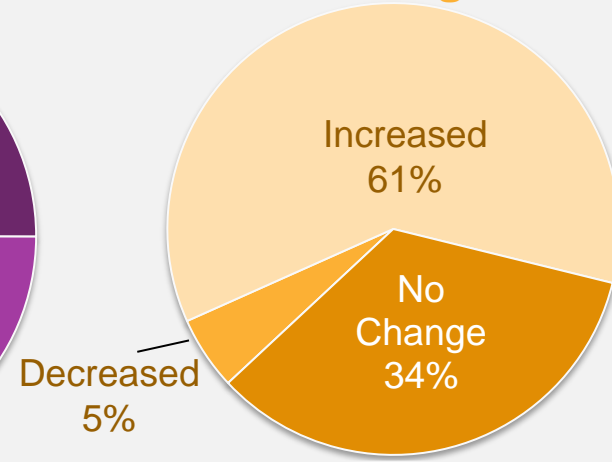
Chief



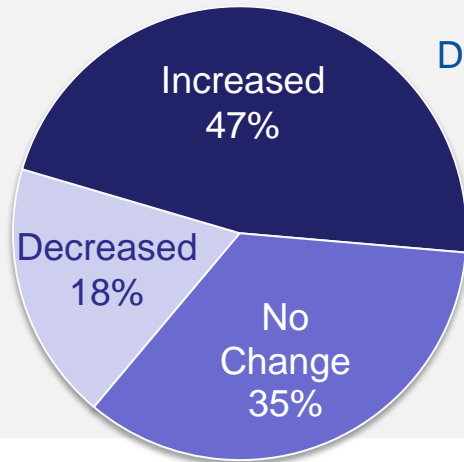
Director



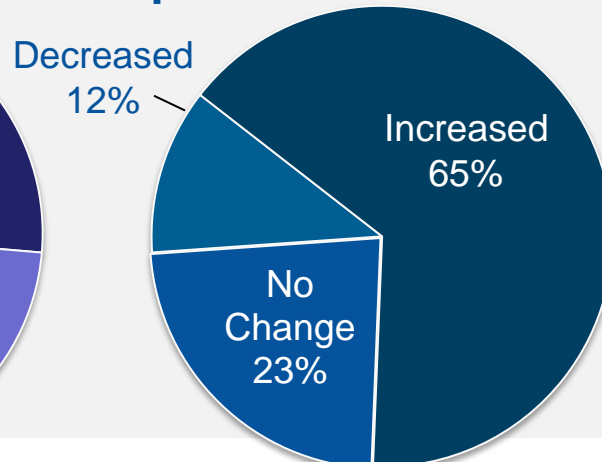
Sr. Manager



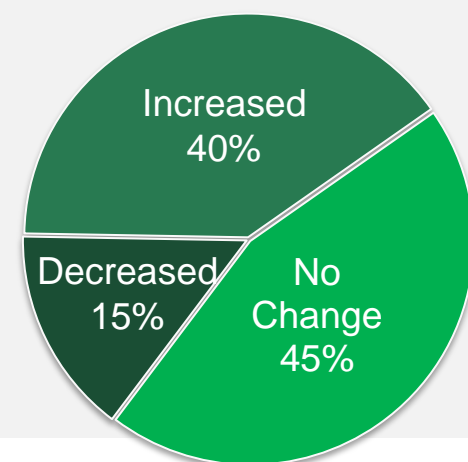
Manager



Specialist/Sr. Coordinator

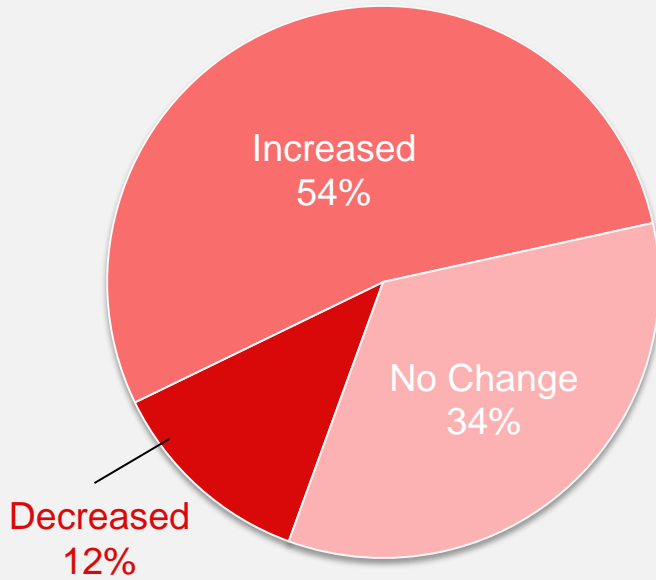


Coordinator

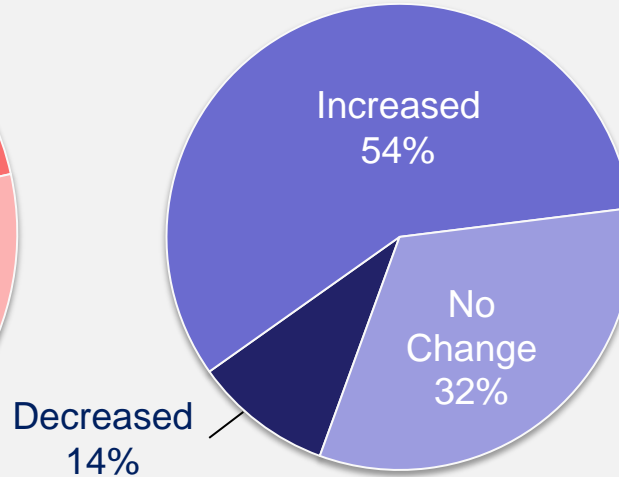


Department Size Changes: City Comparison

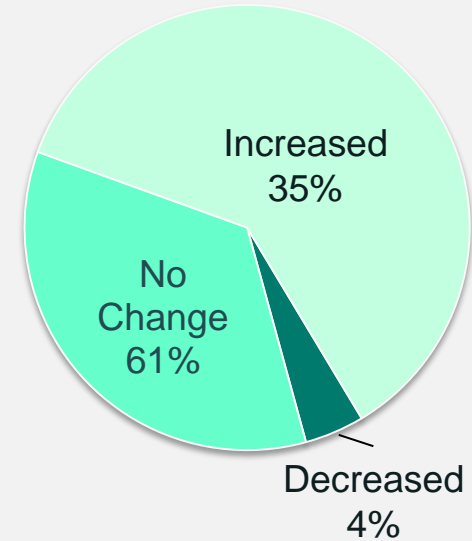
Overall



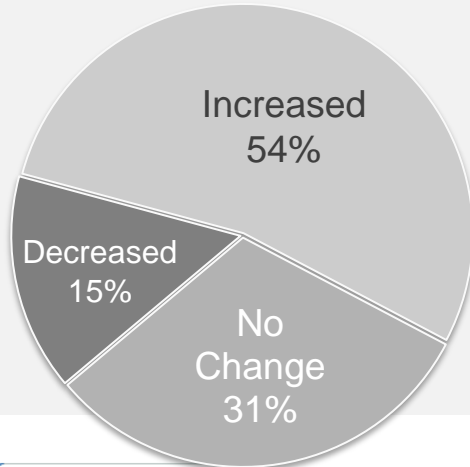
Regional



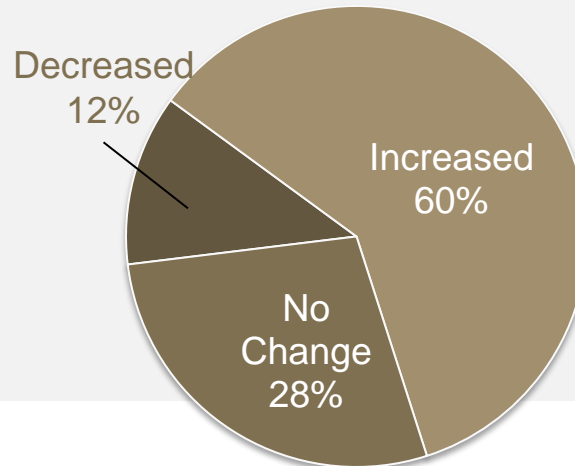
Bay Area



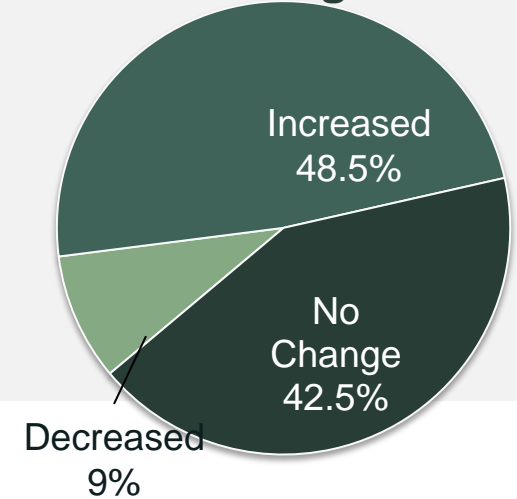
NY/NJ



DC

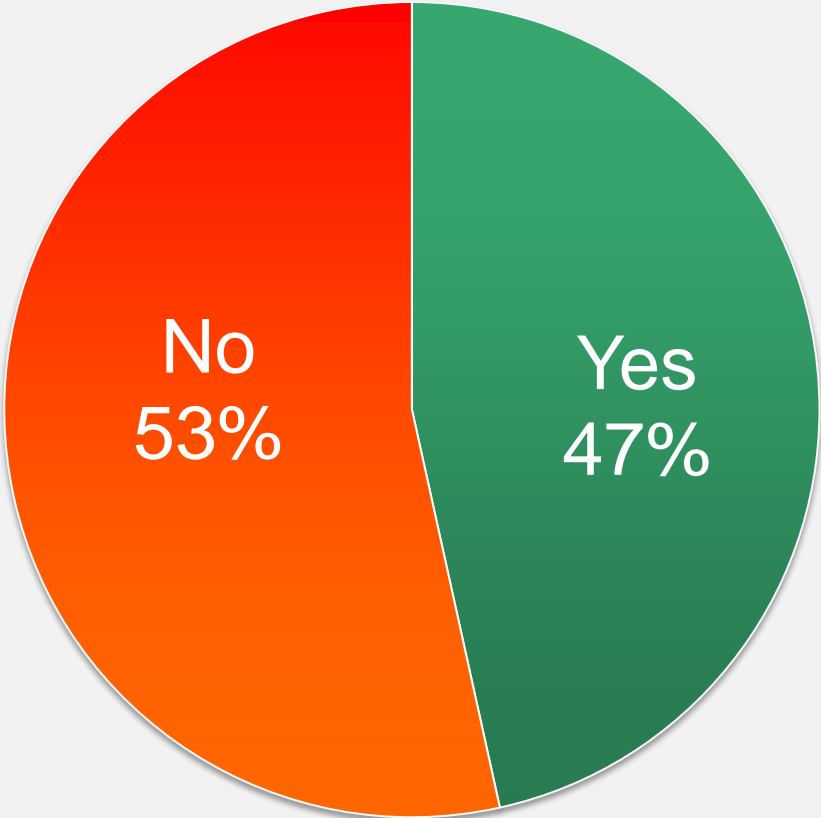


Chicago

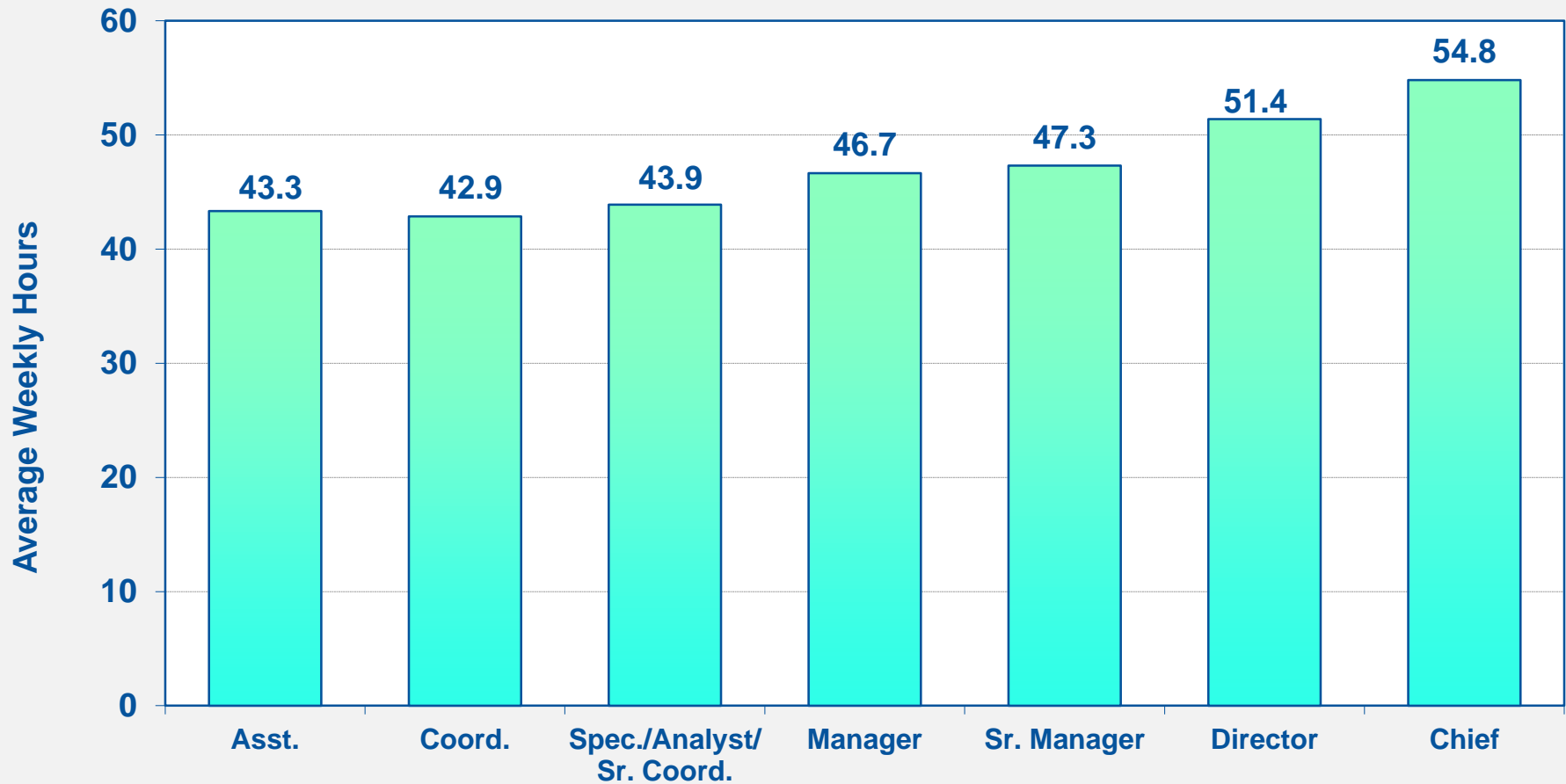


Do You Think Your Department is Adequately Staffed?

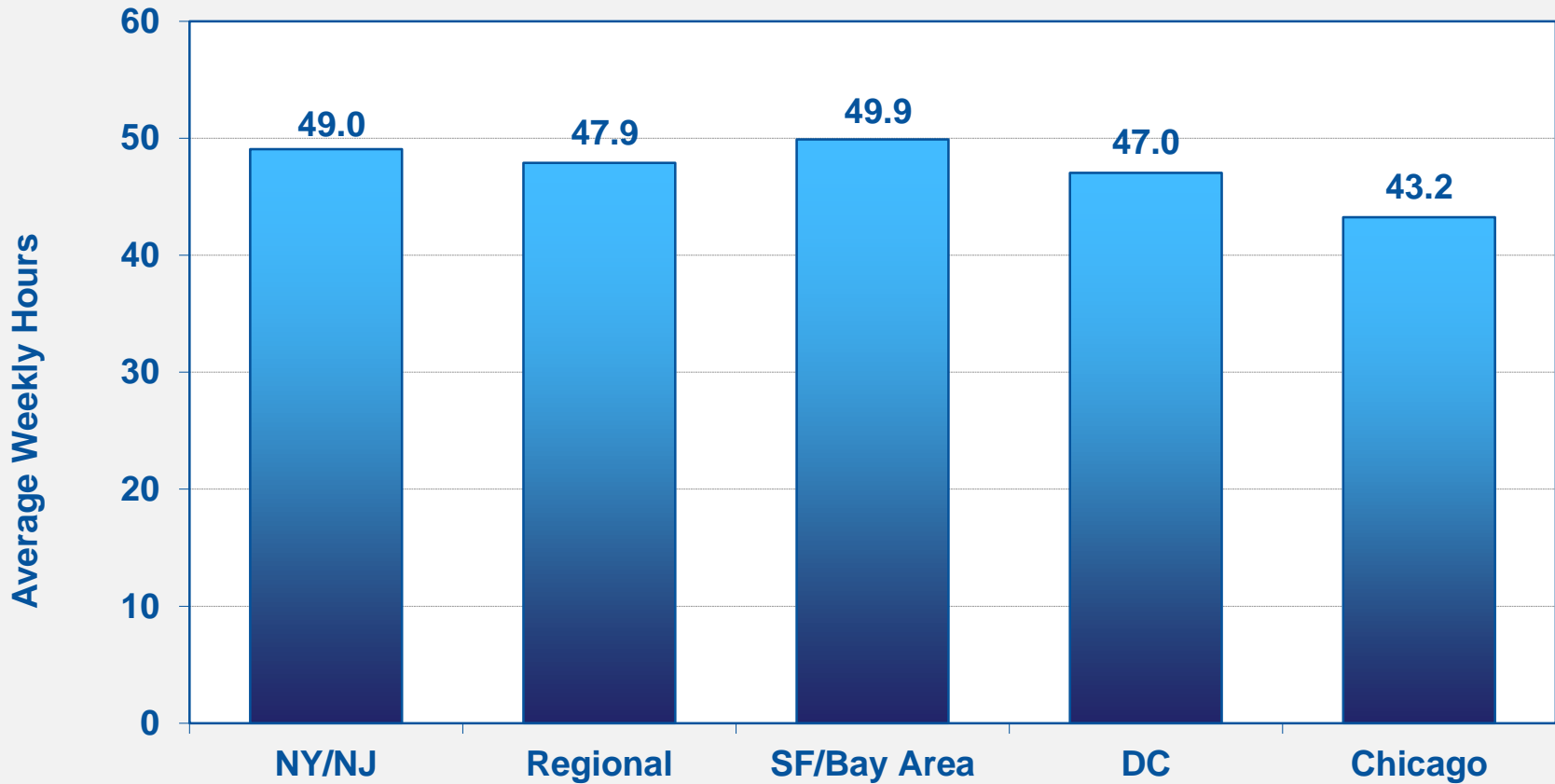
All Respondents



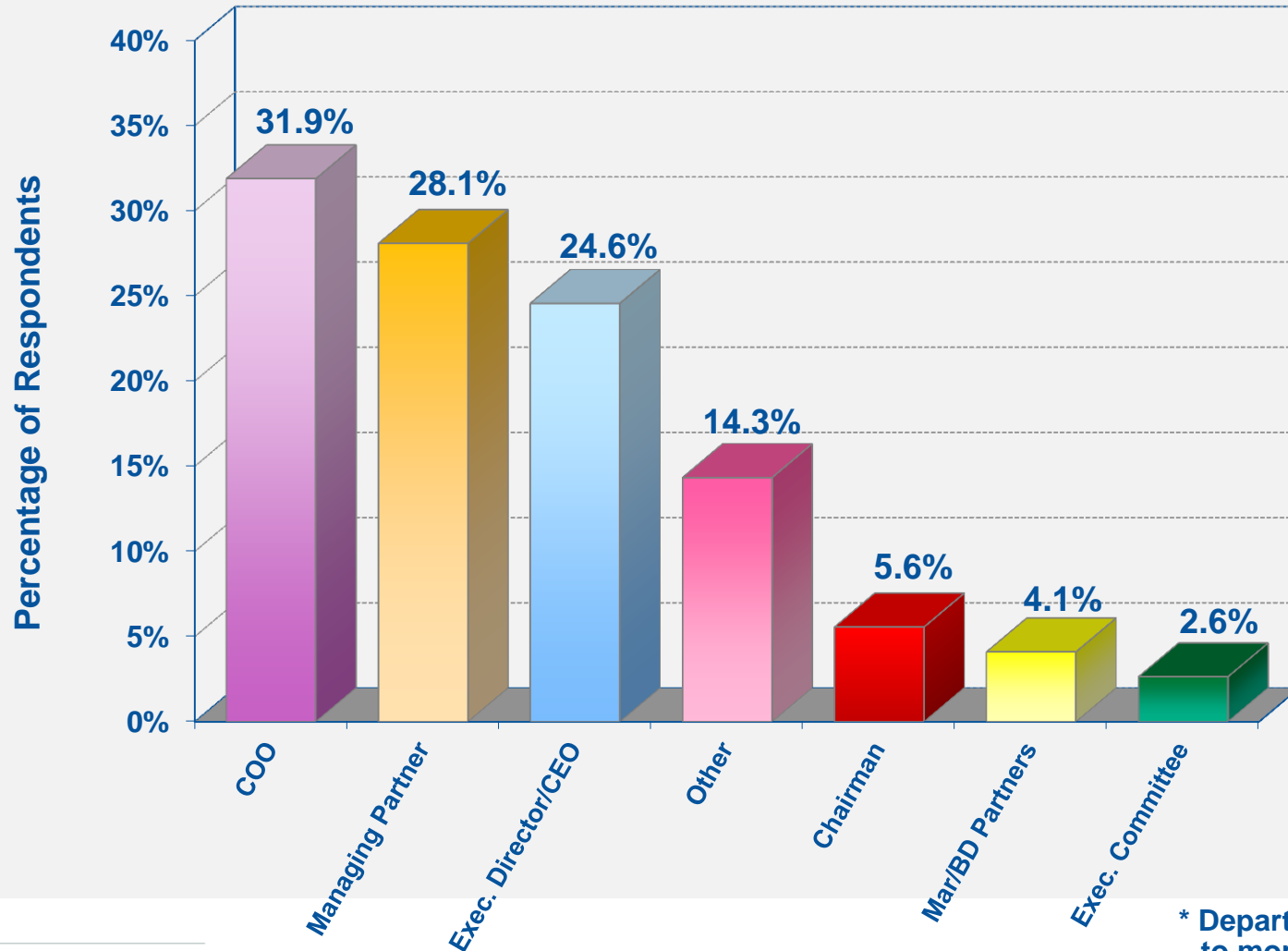
Average Hours Worked Per Week, Since Jan. 1, 2018: By Title



Average Hours Worked Per Week, Since January 1, 2018: By City



Who Does Marketing/BD Department Report To?



* Departments may report to more than one entity

Salary Breakdown by Position and Firm Size



Average Salary, Bonus, & Raise by Firm Size

All Chiefs = 43

Avg. Salary = \$366,023 Median Salary = \$340,000

Avg. Bonus: \$61,973 Avg. Raise: 5.7%

Avg. Years of Legal Mar/BD Experience: 15.7

Avg. Tenure at Current Firm: 6.2 years

Firm Size:	1-250	251-500	501-750	751-1000	1001+
Average Salary:	\$232,385	\$325,625	\$454,125	\$390,000	\$578,000
Median:	\$225,000	\$335,000	\$460,000	\$400,000	\$700,000
Average Bonus:	\$21,669	\$52,571	\$65,625	\$68,347	\$110,000
Average Raise:	4.6%	4.2%	5.6%	10.0%	3.8%

Average Salary, Bonus, & Raise by Firm Size

All Directors = 71
Avg. Salary = \$218,224 Median Salary = \$210,000
Avg. Bonus: \$26,992 Avg. Raise: 5.1%
Avg. Years of Legal Mar/BD Experience: 14.1
Avg. Tenure at Current Firm: 5.2 years

<u>Firm Size:</u>	<u>1-250</u>	<u>251-500</u>	<u>501-750</u>	<u>751-1000</u>	<u>1001+</u>
Average Salary:	\$196,424	\$245,556	\$233,667	\$198,781	\$240,869
Median:	\$190,000	\$142,000	\$210,000	\$202,500	\$250,000
Average Bonus:	\$24,647	\$16,625	\$26,833	\$32,792	\$69,474
Average Raise:	3.5%	4.7%	5.9%	3.6%	7.6%

Average Salary, Bonus, & Raise by Firm Size

All Senior Managers = 41
Avg. Salary = \$169,483 Median Salary = \$167,250
Avg. Bonus: \$12,028 Avg. Raise: 6.2%
Avg. Years of Legal Mar/BD Experience: 10.8
Avg. Tenure at Current Firm: 5.2 years

<u>Firm Size:</u>	<u>251-500</u>	<u>501-750</u>	<u>751-1000</u>	<u>1001+</u>
Average Salary:	\$151,920	\$173,857	\$174,578	\$175,938
Median:	\$142,000	\$170,000	\$190,000	\$167,500
Average Bonus:	\$5,000	\$9,286	\$11,500	\$15,714
Average Raise:	12.1%	4.0%	6.5%	5.5%

Average Salary, Bonus, & Raise by Firm Size

All Managers = 150
Avg. Salary = \$138,885 Median Salary = \$136,750
Avg. Bonus: \$9,463 Avg. Raise: 5.4%
Avg. Years of Legal Mar/BD Experience: 9.8
Avg. Tenure at Current Firm: 4.7 years

Firm Size:	<u>1-250</u>	<u>251-500</u>	<u>501-750</u>	<u>751-1000</u>	<u>1001+</u>
Average Salary:	\$121,673	\$125,952	\$144,431	\$147,317	\$140,204
Median:	\$128,000	\$125,000	\$147,500	\$147,500	\$140,000
Average Bonus:	\$7,750	\$8,229	\$8,887	\$10,661	\$9,388
Average Raise:	7.6%	5.8%	4.7%	6.4%	4.5%

Average Salary, Bonus, & Raise by Firm Size

All Specialists/Analysts/Sr. Coord. = 47

Avg. Salary = \$87,862 Median Salary = \$88,280

Avg. Bonus: \$4,744 Avg. Raise: 5.6%

Avg. Years of Legal Mar/BD Experience: 5.3

Avg. Tenure at Current Firm: 2.8 years

Firm Size:	251-500	501-750	751-1000	1001+
Average Salary:	\$85,400	\$92,917	\$91,328	\$84,612
Median:	\$86,000	\$91,750	\$95,000	\$81,000
Average Bonus:	\$4,250	\$3,167	\$6,206	\$4,234
Average Raise:	6.4%	7.5%	4.5%	4.9%

Average Salary, Bonus, & Raise by Firm Size

All Coordinators= 20

Avg. Salary = \$59,260 Median Salary = \$57,000

Avg. Bonus: \$3,027 Avg. Raise: 4.3%

Avg. Years of Legal Mar/BD Experience: 3.1

Avg. Tenure at Current Firm: 2.5 years

<u>Firm Size:</u>	<u>1-250</u>	<u>251-500</u>	<u>1001+</u>
Average Salary:	\$54,760	\$52,280	\$63,143
Median:	\$57,000	\$51,700	\$57,000
Average Bonus:	\$2,475	\$2,625	\$3,703
Average Raise:	7.0%	3.4%	3.5%

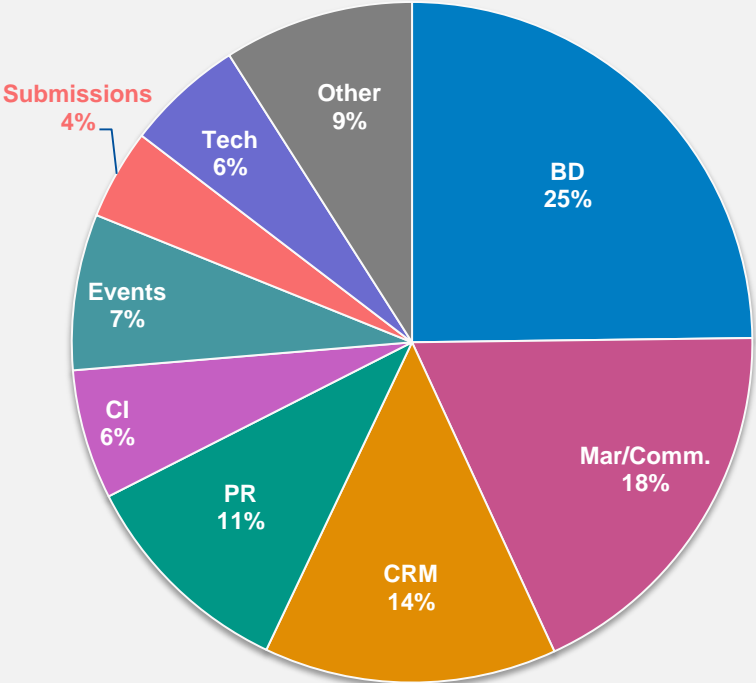
Responsibilities of a Marketing/BD Professional



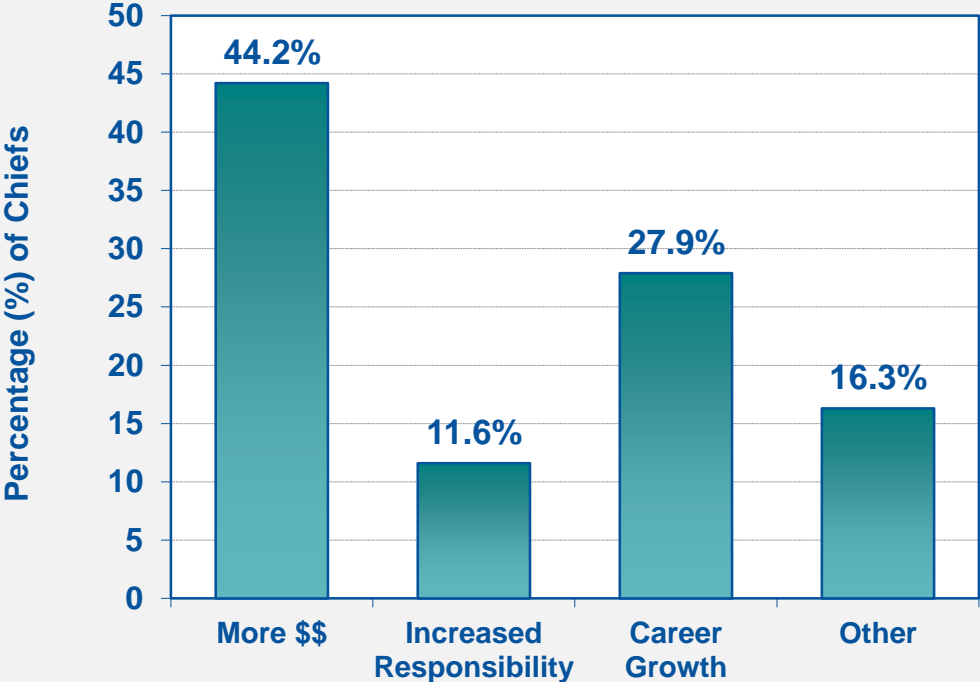
Chiefs: Responsibilities and the Future

93.0% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



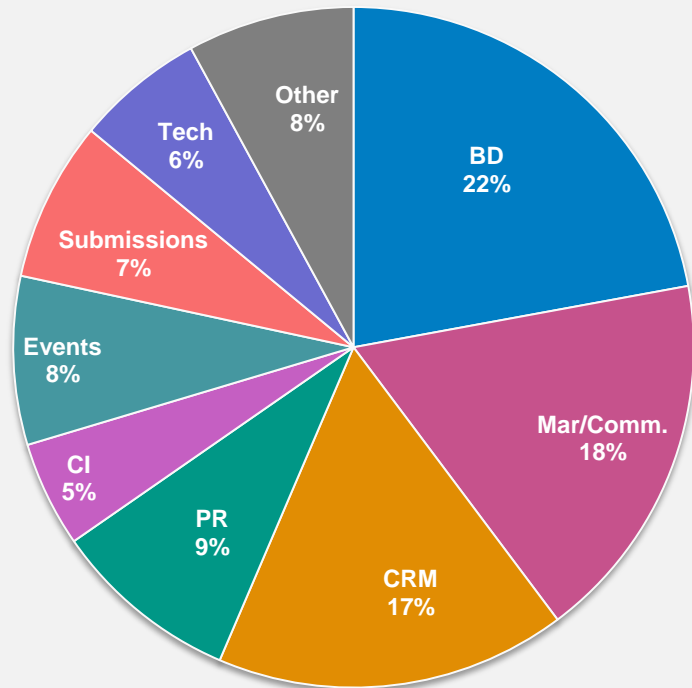
An important career driver for me is:



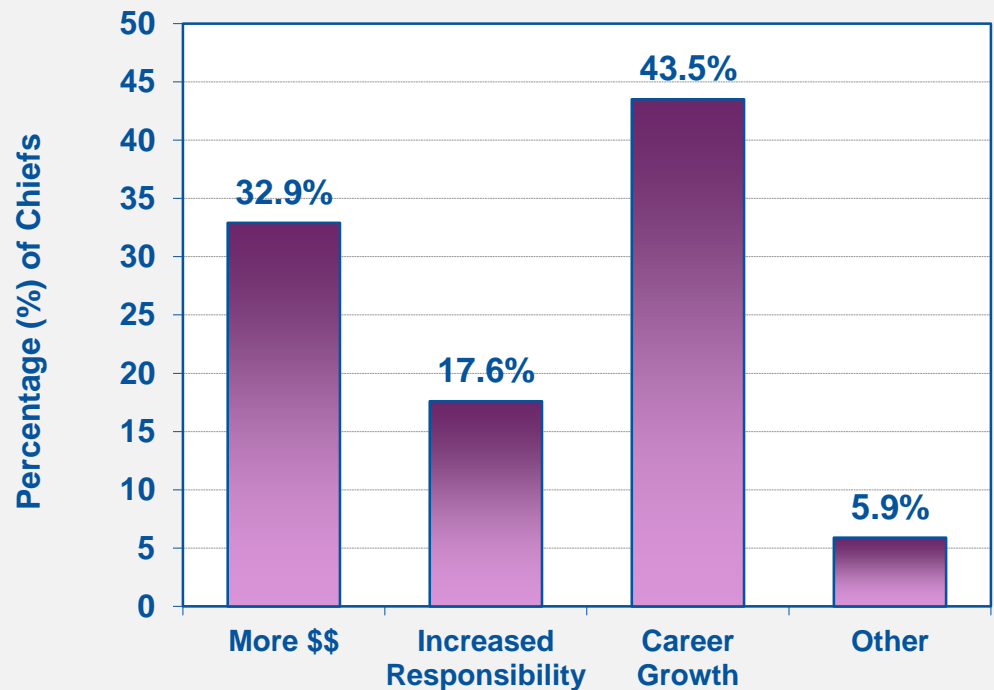
Directors: Responsibilities and the Future

92.8% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



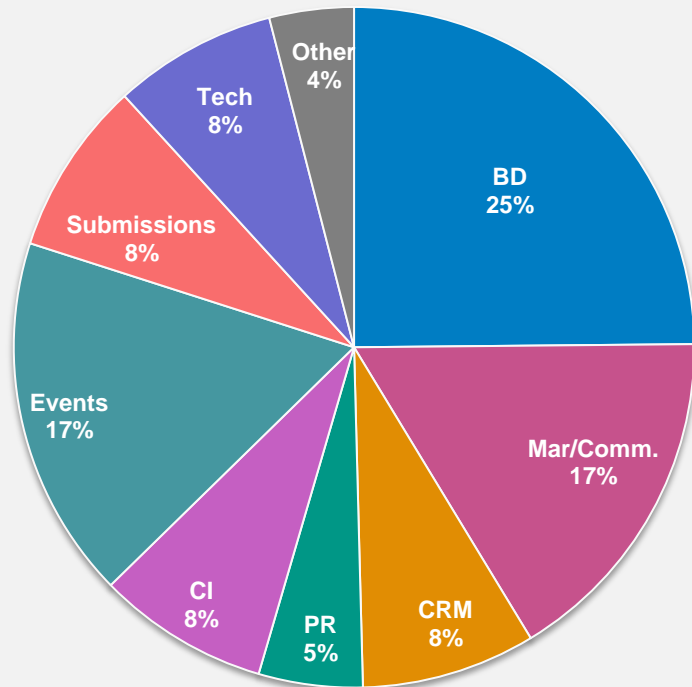
An important career driver for me is:



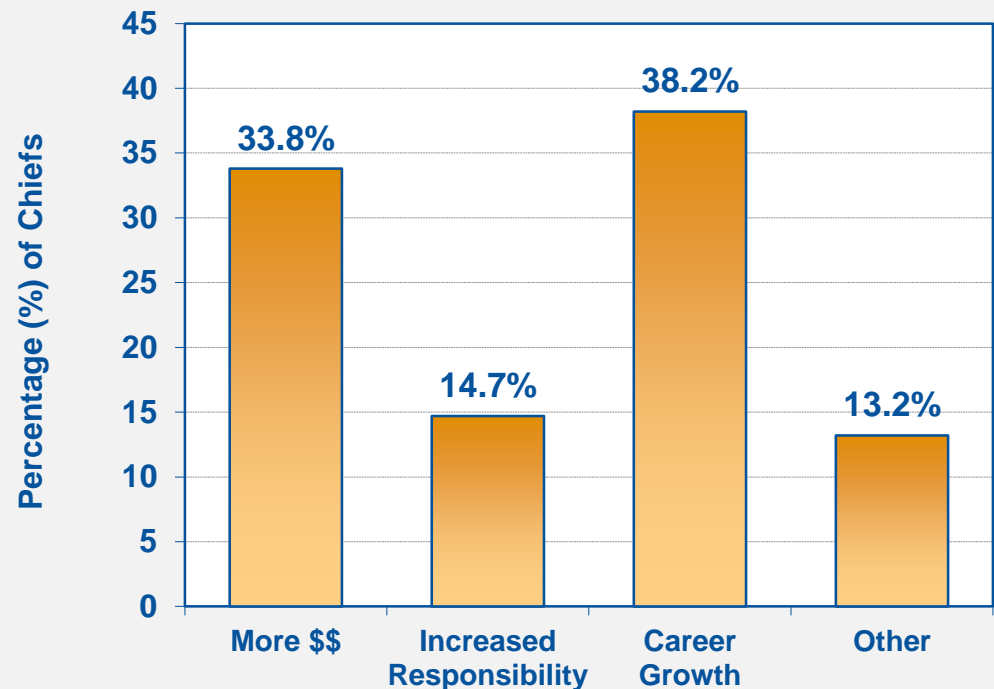
Sr. Managers: Responsibilities and the Future

92.5% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



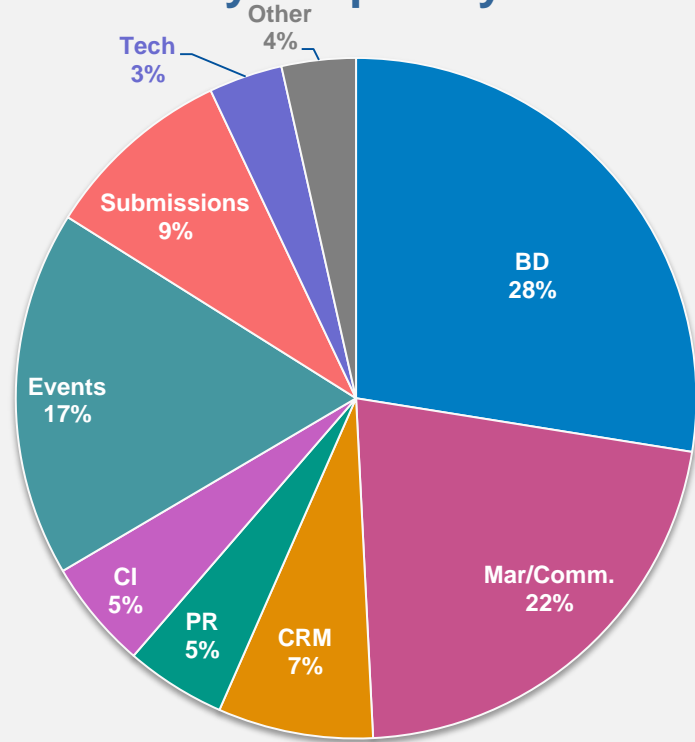
An important career driver for me is:



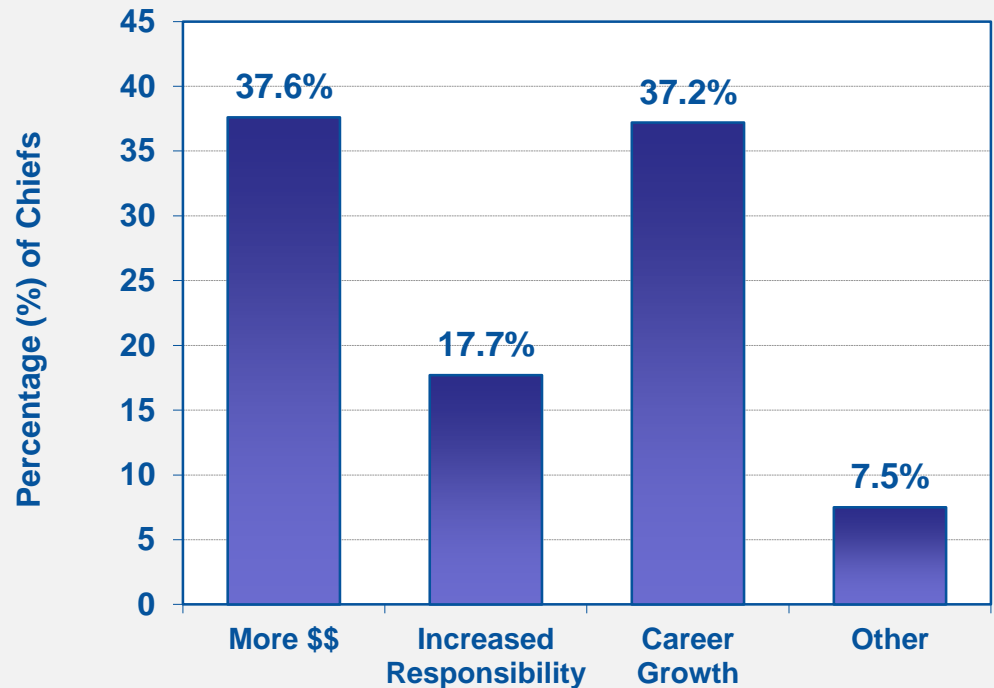
Managers: Responsibilities and the Future

83.9% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



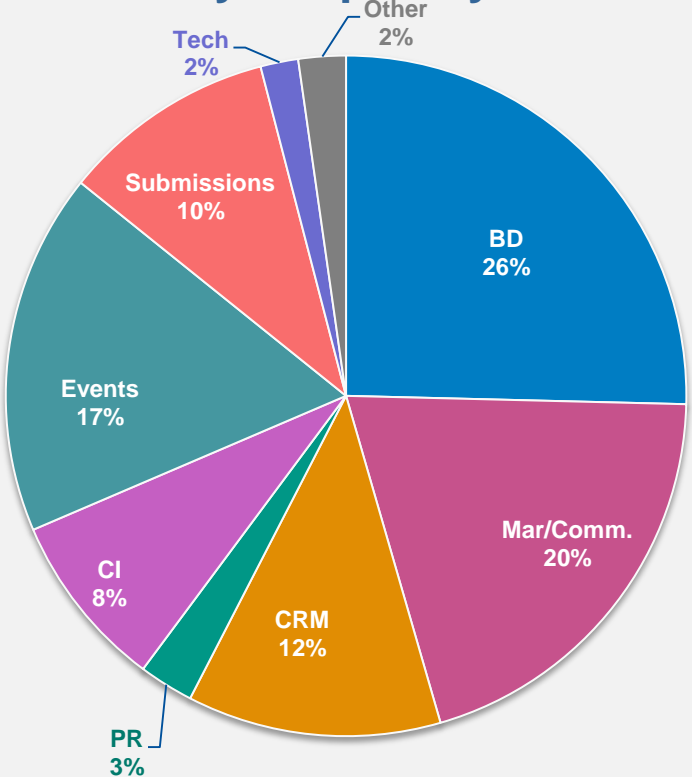
An important career driver for me is:



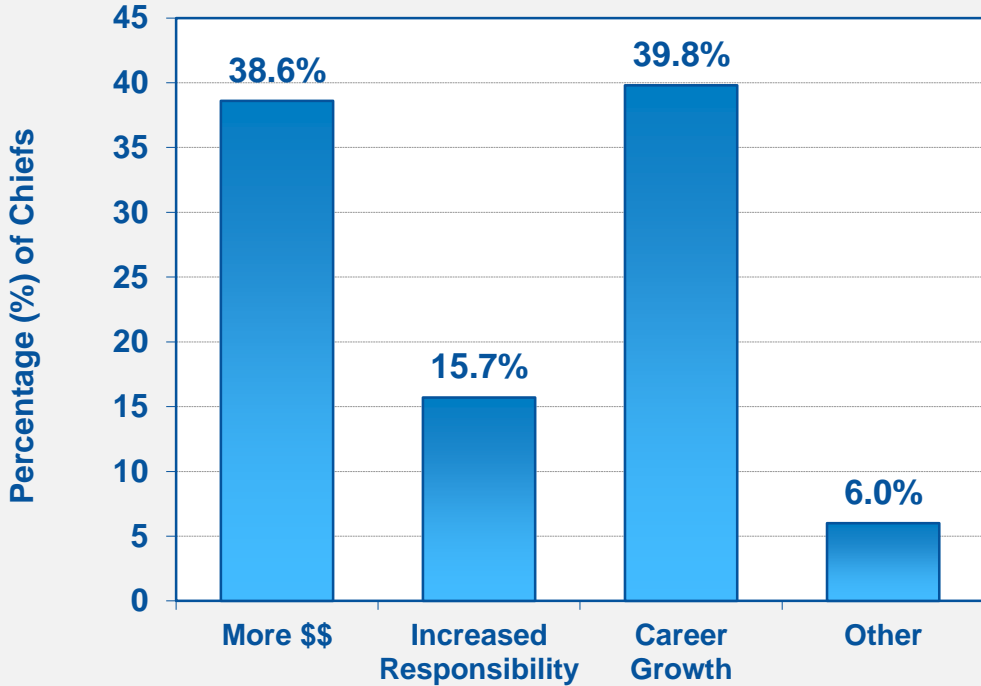
Specialists/Sr. Coord: Responsibilities and the Future

83.0% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



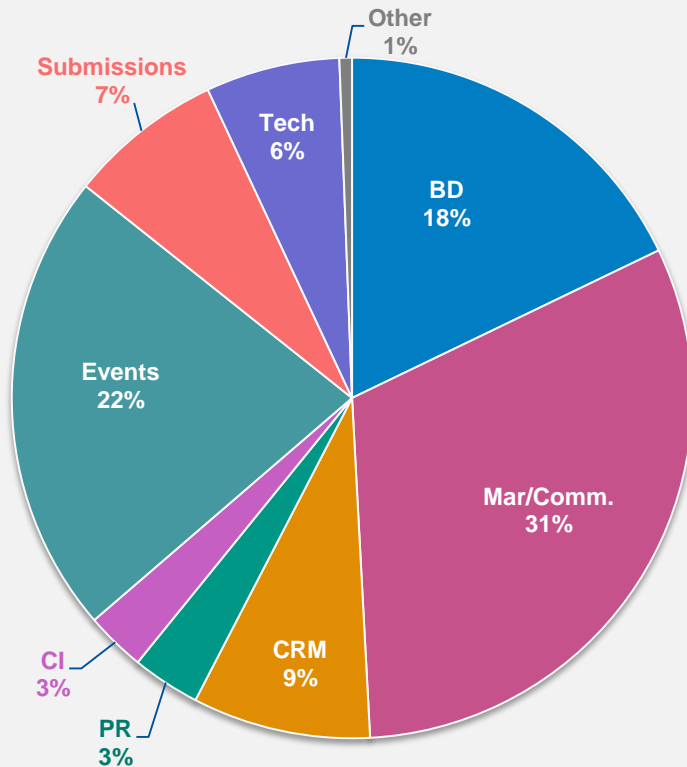
An important career driver for me is:



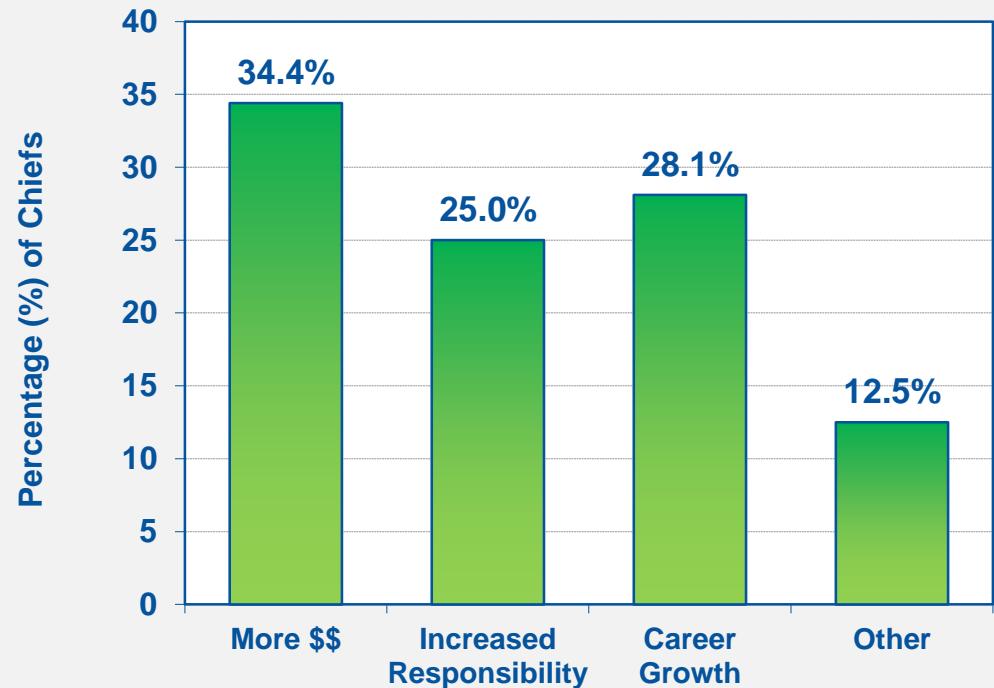
Coordinators: Responsibilities and the Future

57.1% say they plan to be in legal Marketing/BD in two years

Where do you spend your time?



An important career driver for me is:





2018 Law Firm Marketing / BD Survey



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