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WISNIK INDUSTRY SNAPSHOT SURVEY

CMOs & DIRECTORS

SPRING 2010



Wisnik Career Enterprises, Inc.
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www.wisnik.com

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Dear Friends of Wisnik,

Thank you for responding to our CMO/Director Wisnik Snapshot Survey. We know how busy you are and greatly appreciate your taking the time to respond. We sent the survey to 75 heads of law firm marketing departments whose titles were either CMO or Director. We received 31 completed surveys which included 13 Chiefs and 18 Directors.

Almost half of you report directly to the Managing Partner/Chairman of your firm; followed by 30% of you reporting to the CEO/Executive Director. Approximately 45% of respondents have a graduate degree, but only 8% have an MBA.

A very positive piece of data is that on average CMOs have been with their current firm 5 years and Directors 4 years; this is a definite improvement over the 18 month average tenure we had seen a few years back. Both Directors and CMOs, who responded, have on average approximately 14 years of experience as law firm marketers.

As for the salary data, we definitely see a direct correlation between compensation and firm size. It is good to hear that 65% of you are satisfied with your compensation package and the 30% of you received a raise and a bonus in 2009!

Marketing/BD department size increased directly with the number of attorneys at the firm. Even in the most challenging of times, 30% of you added to staff. The most common additions were marketing and business development roles. The one position we expect to grow significantly in the next few years, are business analysts. Right now they are rare, but with the strong focus on competitive intelligence, we expect most departments to have at least one analyst, who focuses on client research and CI.

You have been very busy since January! Most of you say that business development initiatives, including RFPs and pitches, are keeping your team members extremely busy! As for what you would do with additional resources, many of you say you would invest them in competitive intelligence.

We hope you find the information from this Snapshot survey as fascinating as we did! We welcome your feedback and questions. If there is any way that we can help you to achieve your goals, please let us know.

Eva Wisnik



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31 legal marketing professionals responded:

13 - Chiefs

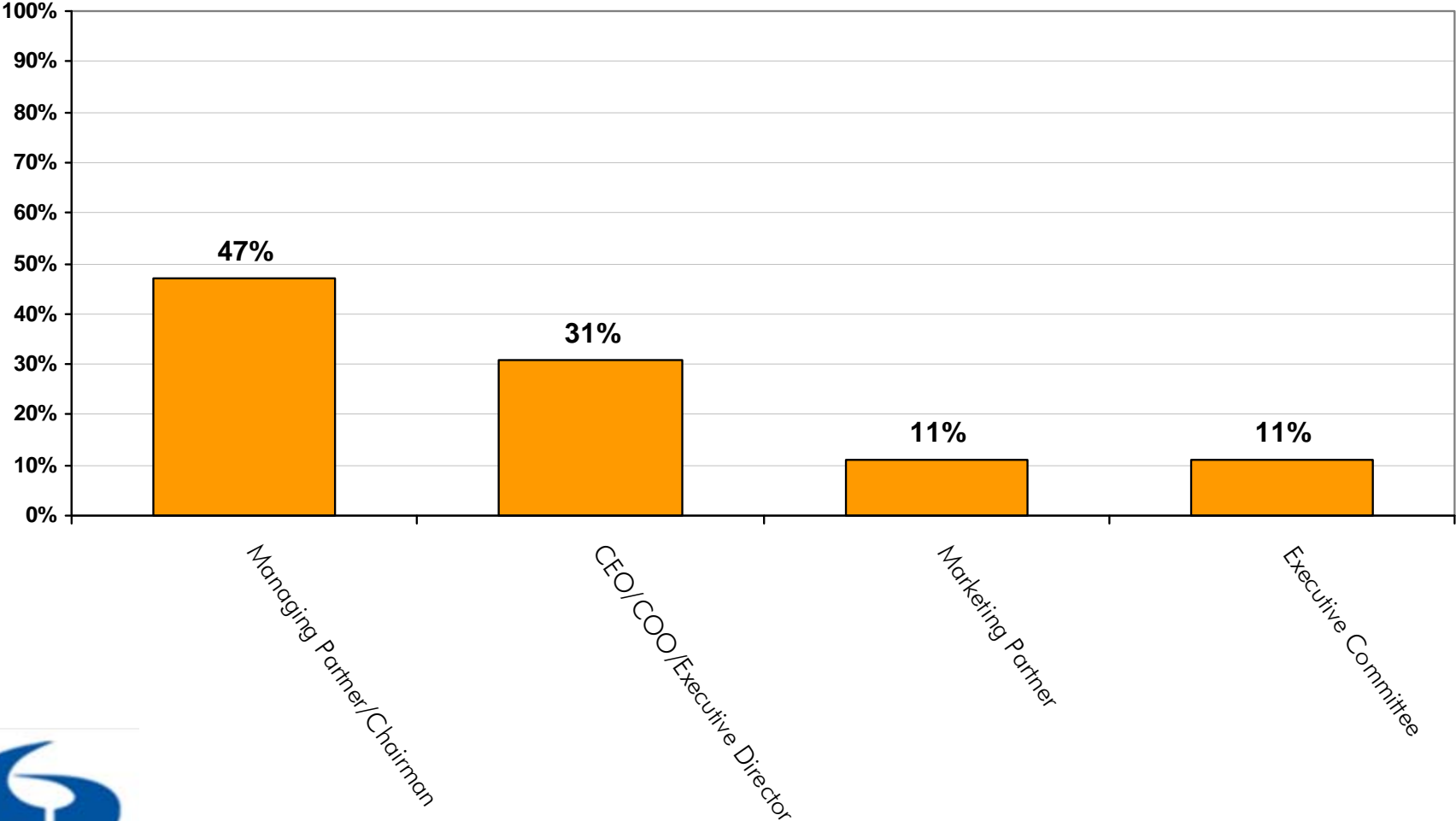
18 - Directors

Where are they located?

CITY	# RESPONDENTS
Washington, DC	13
New York	11
Boston	4
Other	3

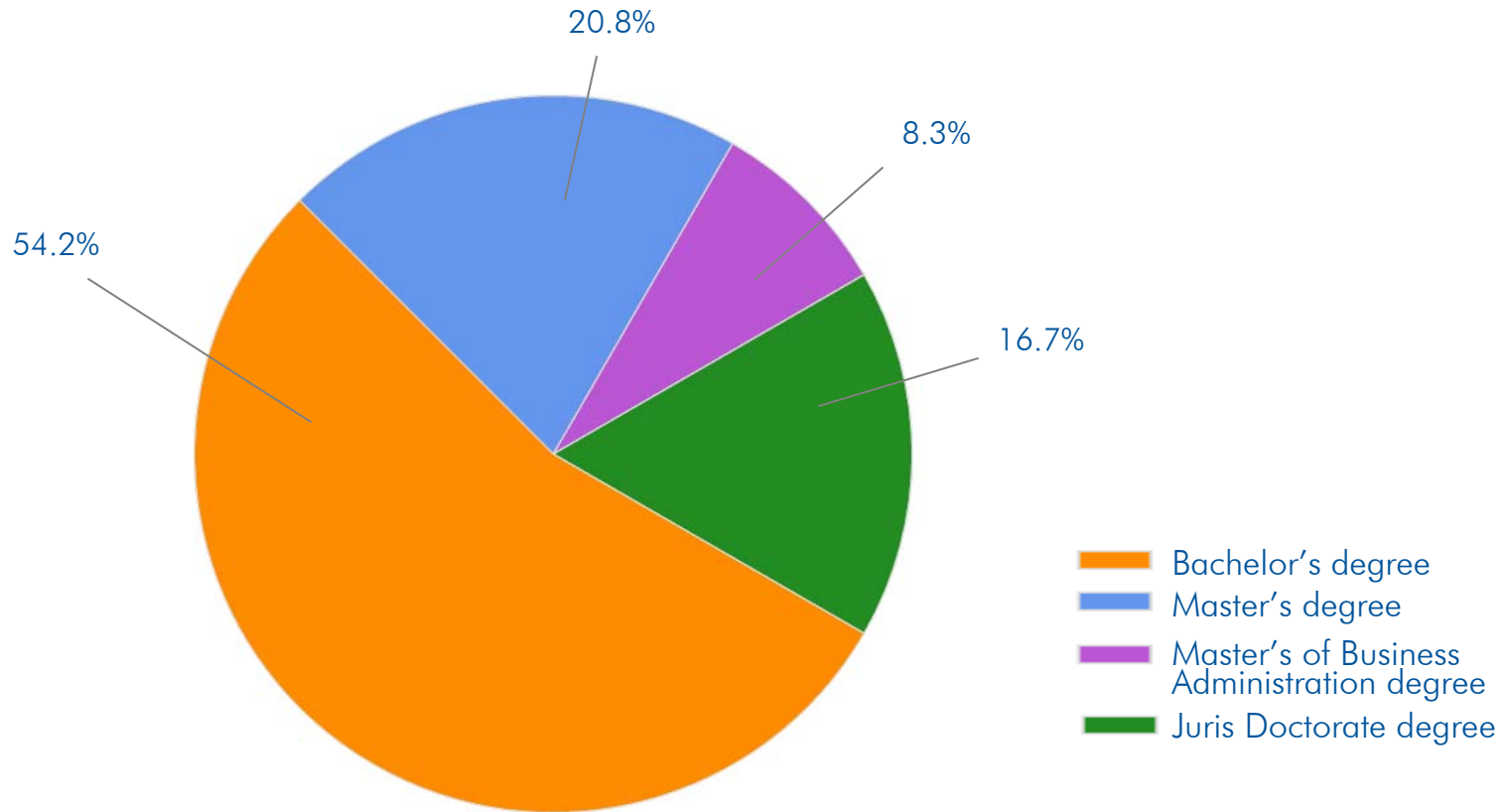


Who Do You Report To?



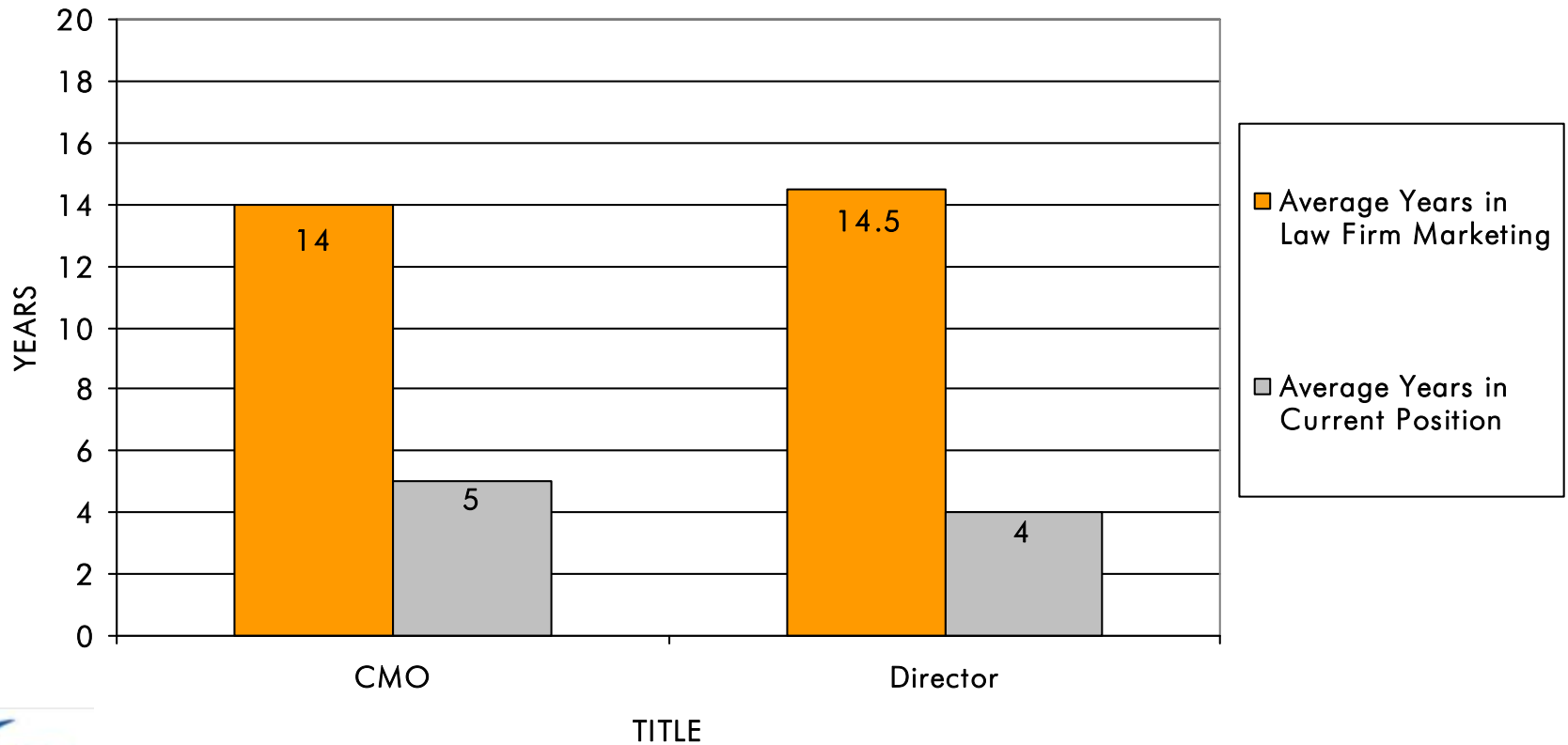
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What is your highest level of education?



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Average Years of Experience vs. Average Years in Current Position



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CMO & Director Salary Data by Firm Size:

ATTORNEYS FIRMWIDE	AVERAGE	RANGE
1-250	\$205,500	\$145K- \$270K
250-500	\$253,750	\$220K- \$295K
500-750	\$280,000	\$210K- \$475K
750-1,000	\$348,167	\$200K- \$600K
1,000+	\$383,333	\$200K- \$750K



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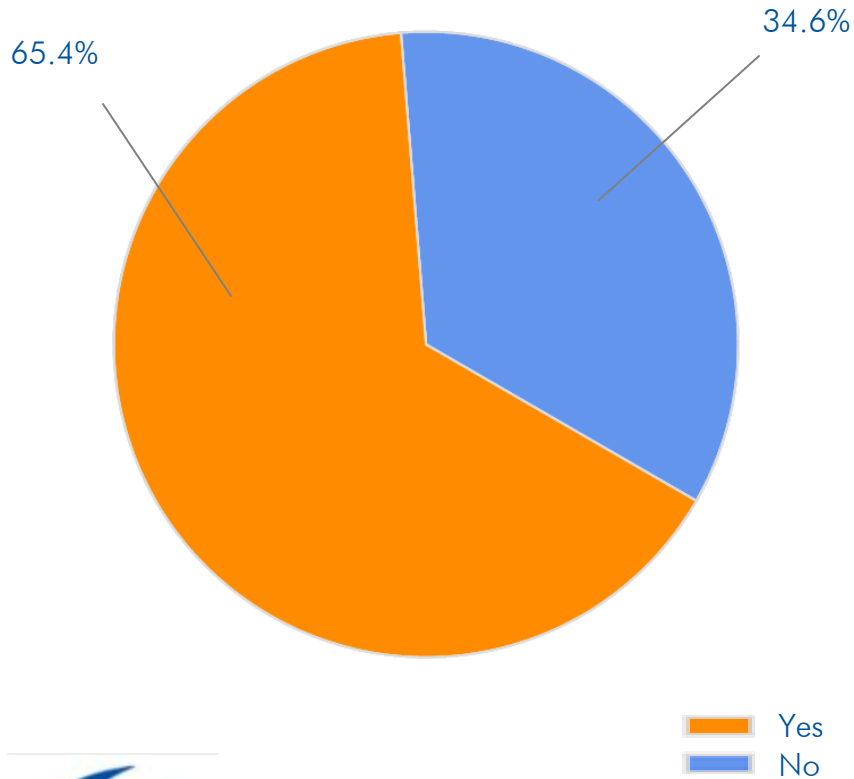
Salary Data by Title:

TITLE	AVERAGE SALARY	MEDIAN	RANGE	AVERAGE % BONUS	TOTAL COMPENSATION
CMO	\$393,125	\$332,500	\$200K- \$750K	15%	\$449,639
Director	\$233,875	\$222,500	\$145K- \$334K	6%	\$251,563



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Are you satisfied with your current compensation package?



In 2009, what did you receive?

COMPENSATION	% RESPONDENTS
Raise	7.7%
Bonus	46.2%
Raise & Bonus	30.8%
Neither	15.4%



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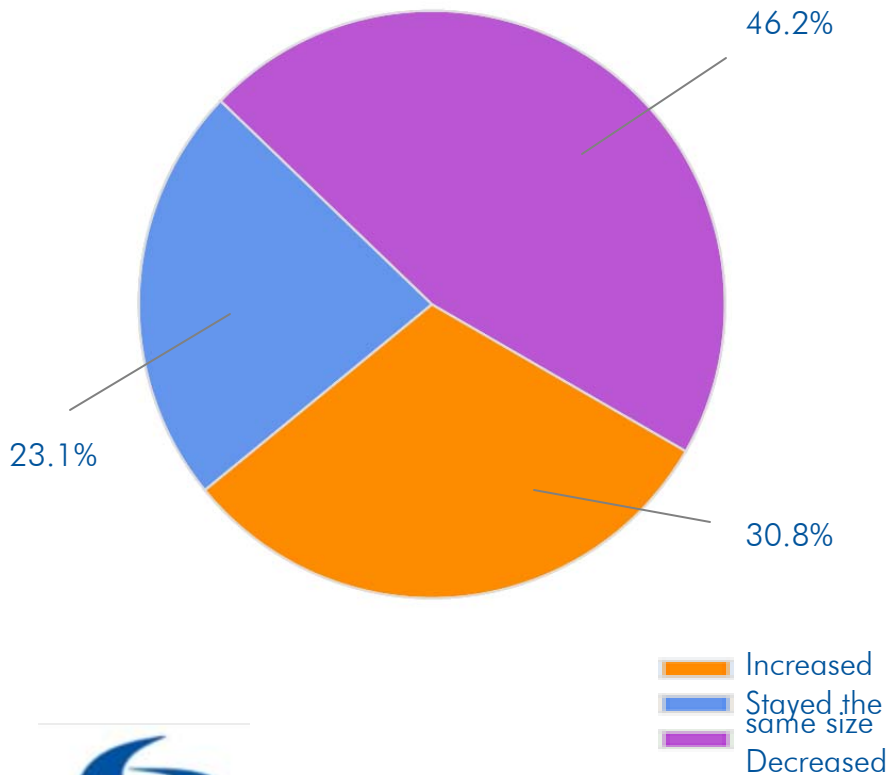
Average Number of Positions in Department vs. Firm Size

<u>FIRM SIZE</u> POSITION	1-250	250-500	500-750	750-1000	1000+
Assistant	1	2	2	2	6
Coordinator	1	3	5	5	11
Administrator	0	0	0	4	1
Specialist	2	2	3	4	5
Analyst	0	1	1	1	2
Manager	2	4	7	9	18
Director	1	1	2	4	4
TOTAL SIZE OF DEPT.	7	13	20	29	47



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In the past two years, has your marketing department:



If you hired in 2009, which positions did you add?

POSITION TYPE	% RESPONDENTS
Marketing	31.4%
Business Development	28.6%
Technology	20%
Public Relations	11.4%
Communications	8.6%



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What has been keeping you and your staff busy since January?

- “A number of business development initiatives and preparing for a rebrand/new website.”
- “Re-engineering the department structurally and re-allocating work based on shifting priorities and less staff.”
- “There is an unusual amount of business development work (RFPs, pitches, research, etc.) in addition to regular intensive marketing activities.”
- “My department is in reactive mode, just trying to keep up with the daily marketing activities.”

Top Responses:

85% - Business Development

23% - Re-launching website

19% - Events & Conferences



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If you had the resources what projects/initiatives would you have your department focus on?

- “Competitive intelligence and building an effective experience database.”
- “Additional web technology support and more content development.”
- “Business Development/Marketing Plans that are researched and thoughtfully developed and actively implemented.”
- “Better PR for the firm.”
- “Competitive intelligence so we can proactively feed our lawyers information about industry/client trends.”

Top Responses:

- 32% - Competitive Intelligence
- 24% - Client Interviews & Surveys
- 24% - Business Development
- 20% - Marketing Technology





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