



Looking for a
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Fishing for a
great catch?

2008 Law Firm Marketing Department Survey

- ☑ Department Size breakdown by Total Attorneys and Partners
- ☑ Tenures of Top Marketing Titles
- ☑ Listing of Various Top Marketing Titles
- ☑ Reporting Lines for Top Marketing Titles



Contact: Eva Wisnik
Wisnik Career Enterprises, Inc.
e: marketing@wisnik.com
www.wisnik.com



2008 AmLaw 100 Marketing Department Sizes by Total Number of Attorneys

Number of attorneys	1701+	1201-1700	1001-1200	801-1000	601-800	401-600	251-400	Total
# of firms responded	6	6	4	5	17	16	3	57
Avg. Dept Size	71	47	46	32	28	18	7	32
Median	64	47	45	31	28	17	6	28
Department High	122	61	53	46	48	27	14	122
Department Low	39	30	42	23	18	9	2	2
Ratio Marketing : Attorney	1:29	1:30	1:24	1:27	1:25	1:29	1:45	1:28



2008 AmLaw 100 Marketing Department Sizes by Total Number of Partners

Number of Partners	651+	451-650	301-450	151-300	<150	Total
# of firms responded	4	7	12	24	10	57
Avg. Dept Size	57	64	31	27	14	32
Median	57	53	30	27	14	28
Department High	75	122	45	55	34	122
Department Low	39	37	19	14	2	2
Ratio Marketing : Partner	1:13	1:8	1:11	1:9	1:8	1:10



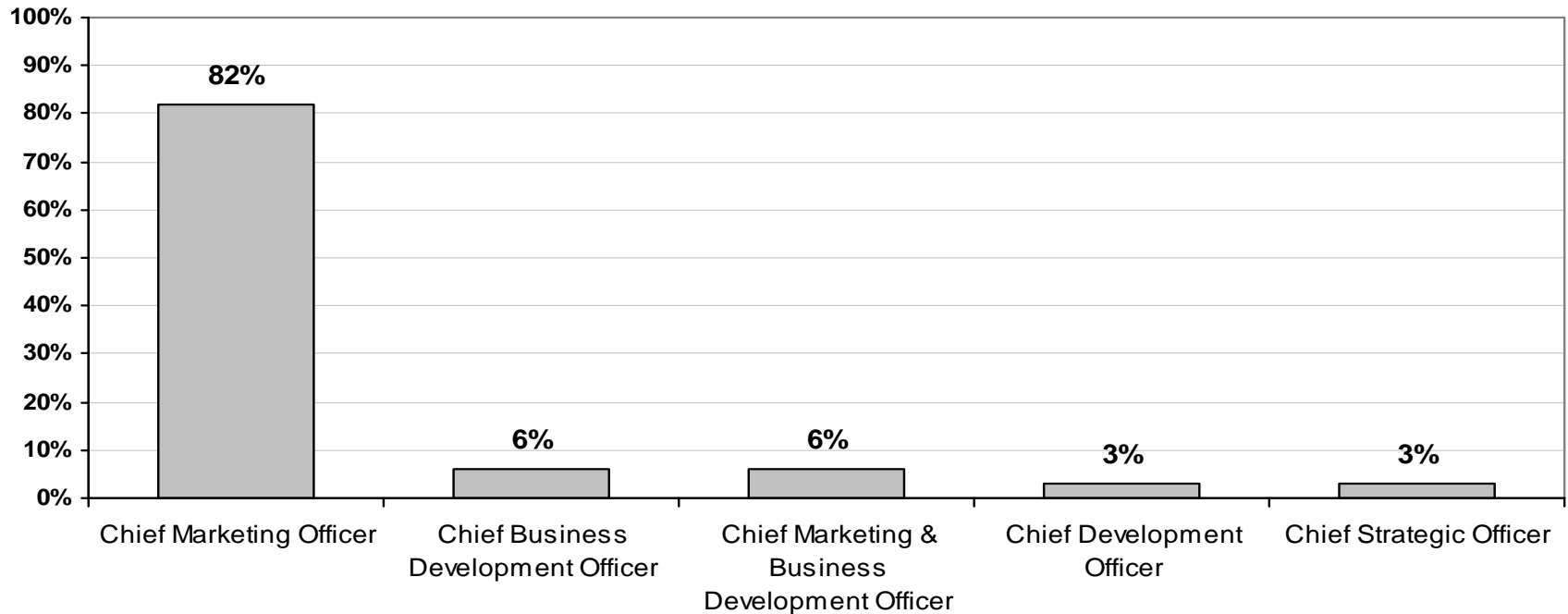
2008 AmLaw 100 Marketing Departments *Tenures for the Top Title**

	Current Position
Average	4.53
Median	3.38
High	19.83
Low	.08

- * 57 Respondents
- * Top title = Chief (34) /Director (23)
- * Represents data for current position held



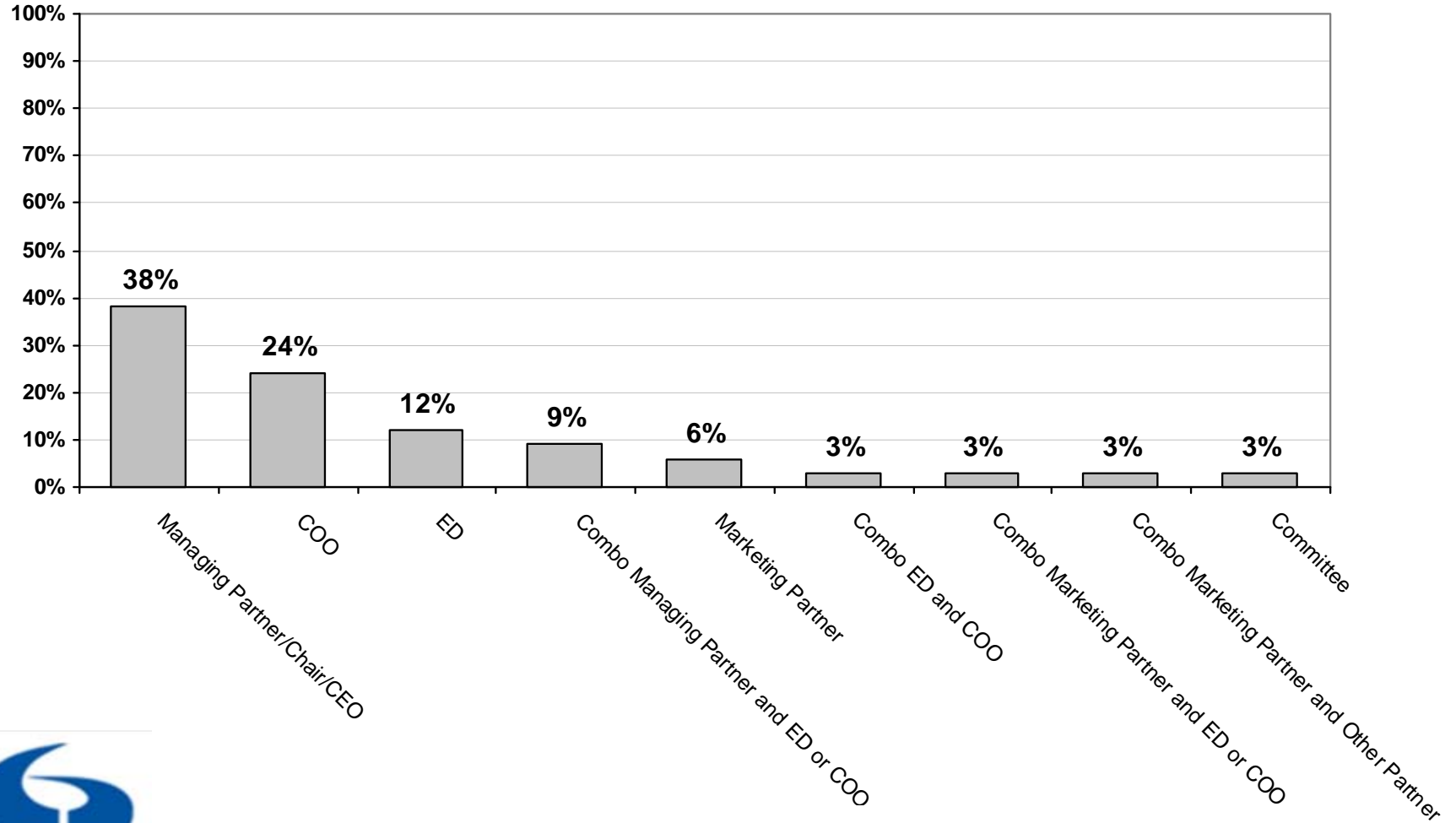
2008 AmLaw 100 Marketing Departments “Chief” Title Breakdown*



* 57 Respondents

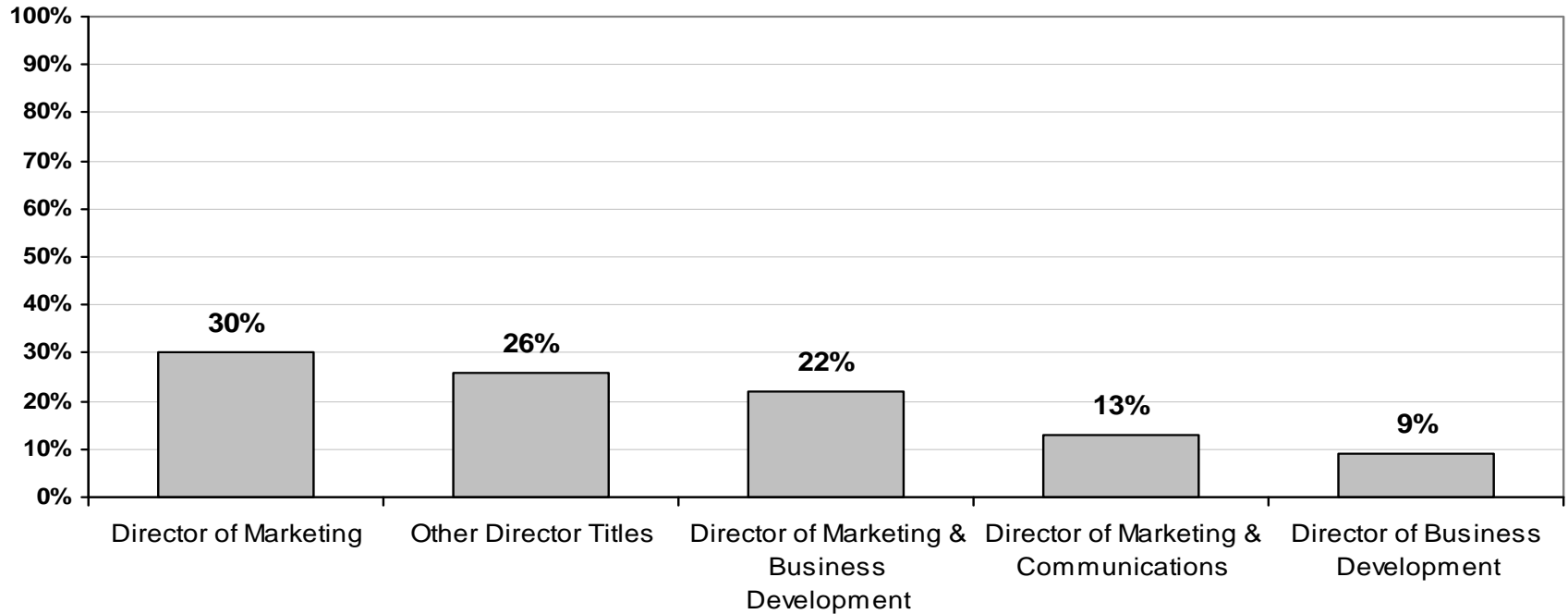
2008 AmLaw 100 Marketing Departments

“Chief” Titles Report To*:



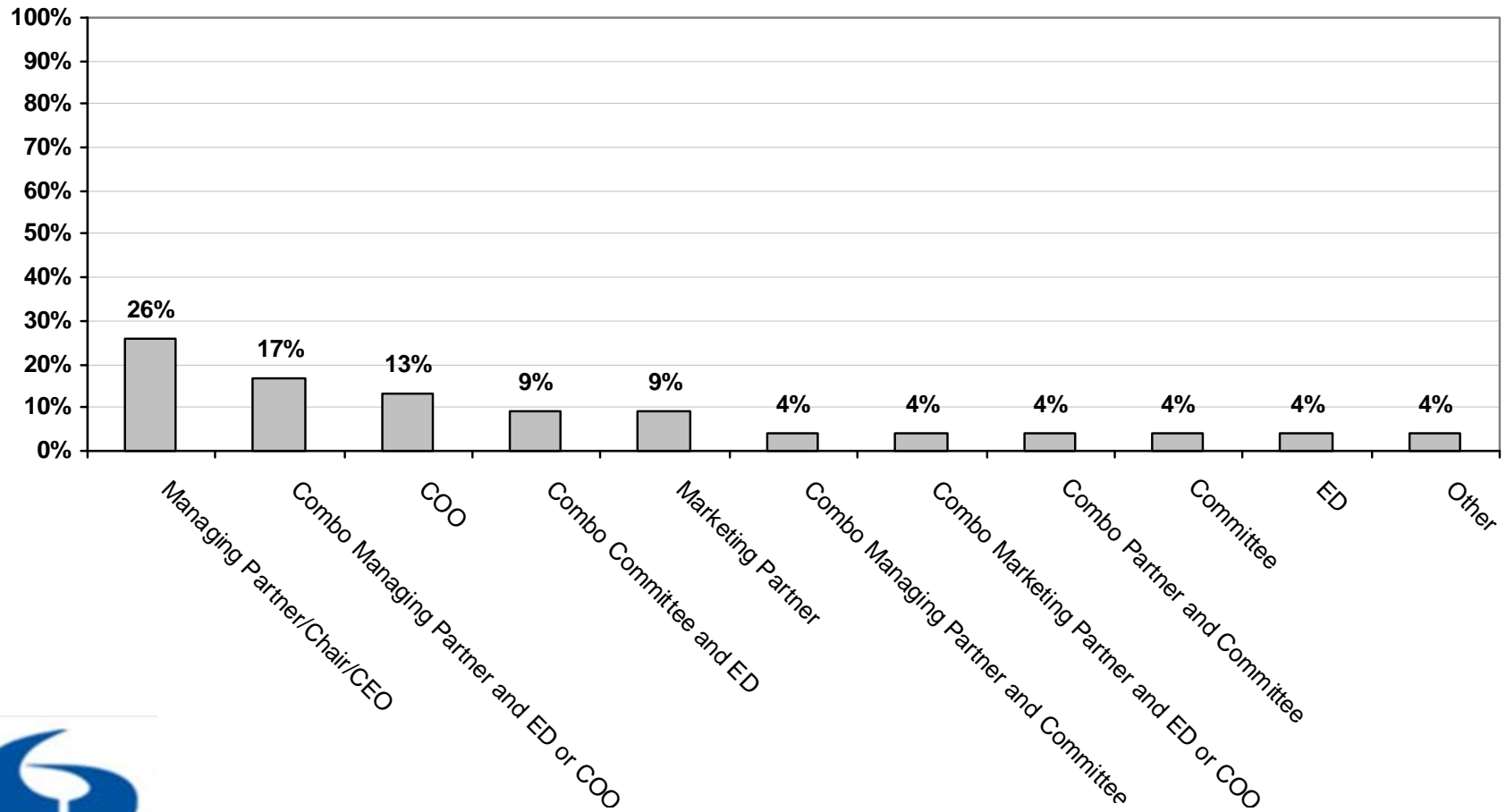


2008 AmLaw 100 Marketing Departments “Director” Title Breakdown*



* 57 Respondents

2008 AmLaw 100 Marketing Departments “Director” Titles Report To*:





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