

NEW ENGLAND LEGAL MARKETING / BD SURVEY 2011

BY EVA WISNIK

OCTOBER 2011



WISNIK CAREER ENTERPRISES, INC.

WWW.WISNIK.COM

212.370.1010 • EWISNIK@WISNIK.COM

EVA'S BIO



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 15 years, she has worked with over 100 law firms, including 74 of the AmLaw 100. Wisnik has placed over 150 Marketing/BD professionals into law firms nation-wide. Eva has conducted over 600 training programs for attorneys on topics that include Business Development Skills, Time Management and Myers Briggs. In addition, **Wisnik Career Enterprises, Inc.** has conducted 30 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.

PROFILE OF RESPONDENTS

- Total of 87 LMA NE Marketing / BD professionals completed the survey
- Response by Position
 - Chief: 8
 - Director: 30
 - Manager: 27
 - Specialist/Analyst: 11
 - Coordinator/Assistant: 11
- Response by Firm Size
 - 1-99 attorneys: 31
 - 100-249 attorneys: 15
 - 250-499 attorneys: 11
 - 500-749 attorneys: 11
 - 750-999 attorneys: 4
 - 1000+ attorneys: 8

SUMMARY OF INTERESTING SURVEY RESULTS

- 77% of respondents plan on being in legal marketing 3 years from now
- 54% of participants received a bonus AND a raise last year
- 34% have been promoted with a title change in the past 2 years

In the last 2 years:

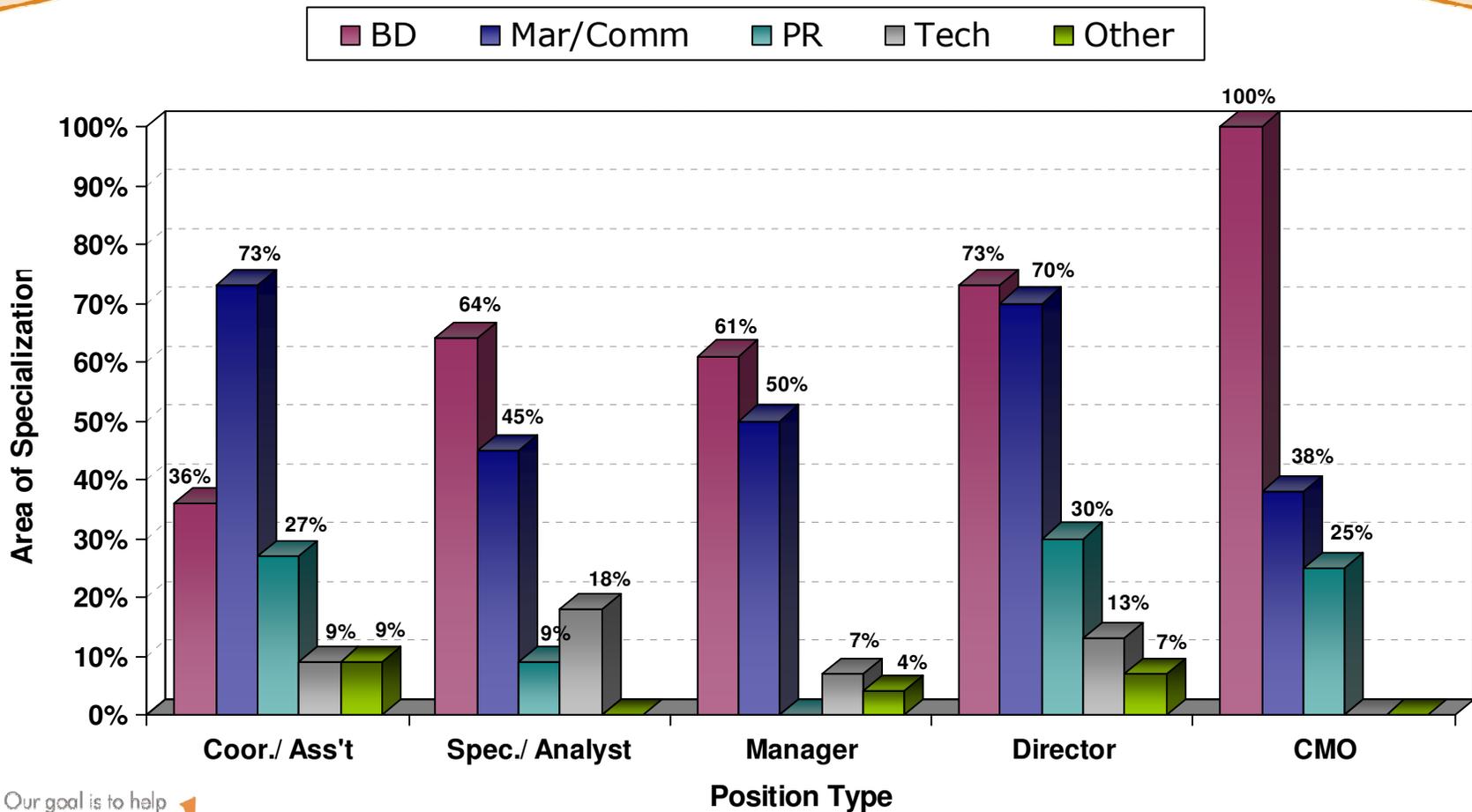
66% of departments have hired Business Development talent
55% of departments have hired Marketing/Communications talent
43% of departments have increased in size and 44% maintained size

SUMMARY OF INTERESTING SURVEY RESULTS *(CONT.)*

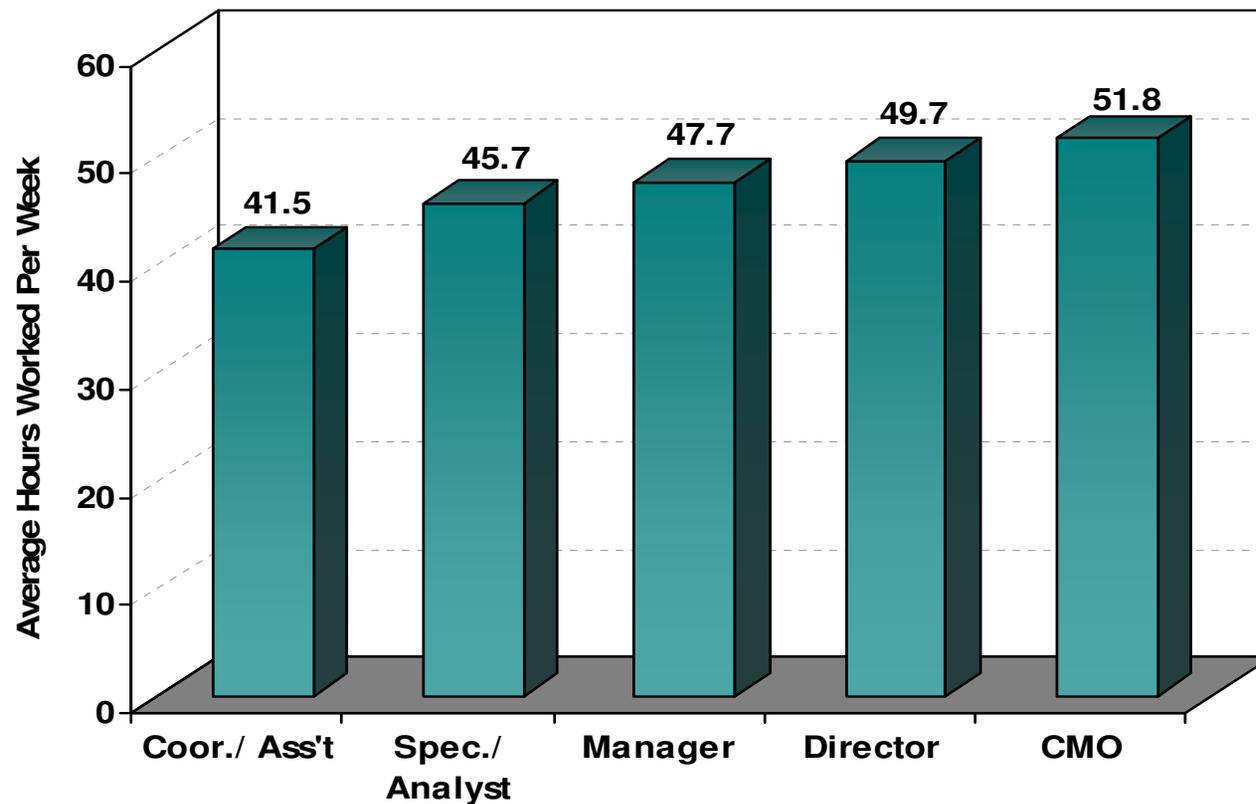
- 41% of respondents have been with their firm for 5 or more years
- 51% of respondents have 7 to 12 years of experience in legal marketing
- 24% of participants have over 20 years of total marketing experience

88% of **Chiefs** have 20+ years of total marketing experience
78% of **Directors** are happy with their current compensation package
96% of **Managers** received a bonus, a raise, or both in 2010
50% of **Specialists** have been with their current Firm between 3 - 6 years

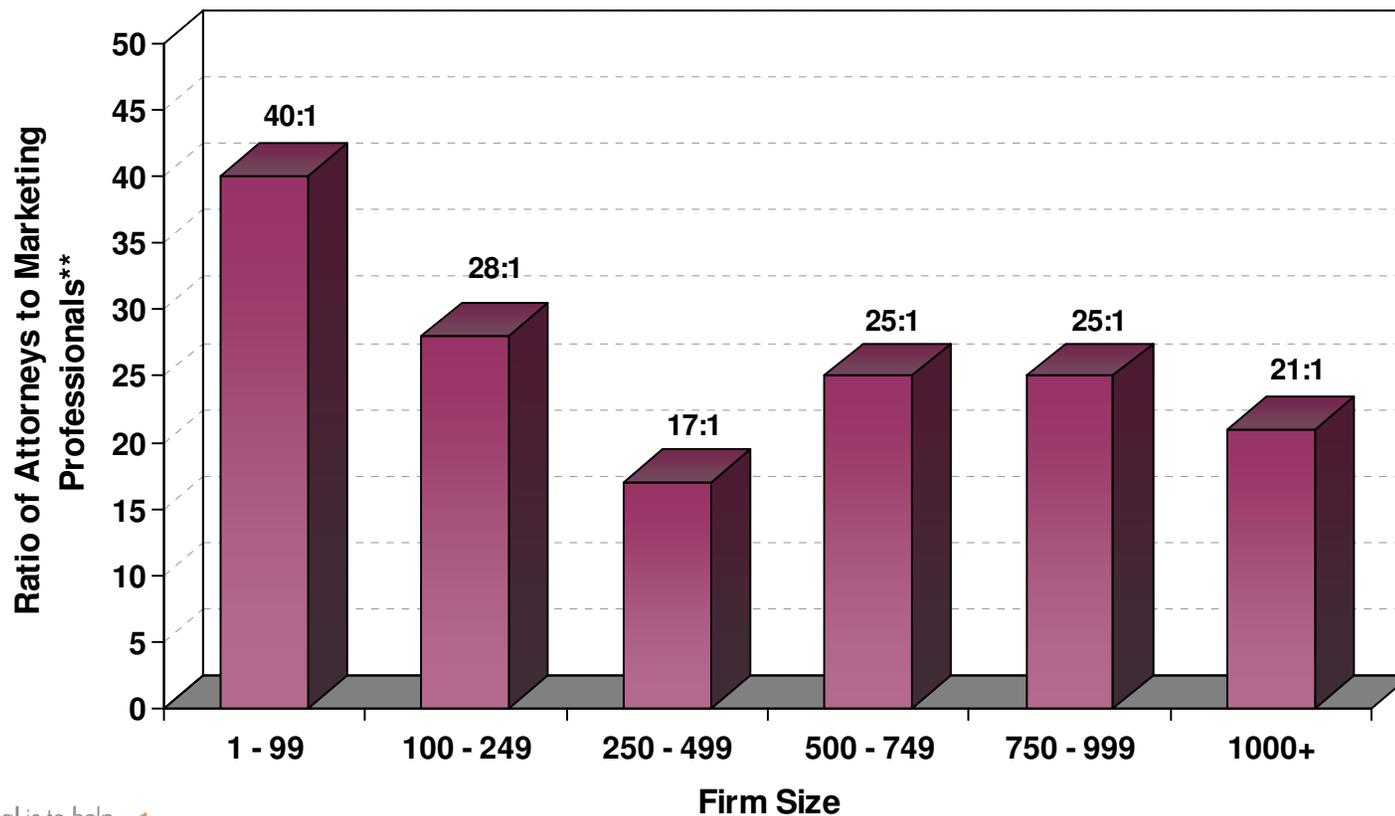
RESPONDENTS' AREA OF SPECIALIZATION BY POSITION



RESPONDENTS' AVERAGE HOURS WORKED PER WEEK SINCE 1-1-2011



RATIO OF ATTORNEYS TO MARKETING PROFESSIONALS, BY FIRM SIZE



2011 AVERAGE SALARIES BY TITLE

<u>Title (# responses)</u>	<u>Average Salary</u>	<u>Median</u>	<u>Salary Range</u>
Chief (5)	\$308,000	\$345,000	\$170k - \$450k
Director (27):	\$143,074	\$147,000	\$75k - \$260k
Manager (25):	\$103,860	\$97,000	\$44k - \$170k
Spec./Analyst (10):	\$62,100	\$59,650	\$40k - \$80k
Coor./Ass't (10):	\$46,564	\$50,000	\$38k - \$55k

AVERAGE SALARY, BONUS, & RAISE BY FIRM SIZE

Directors = 26
Average salary = \$143,074
Median = \$147,000

<u>Firm Size (#):</u>	<u>1-99 (12)</u>	<u>250-499 (4)</u>
Average Salary:	\$91,250	\$166,500
Salary Range:	\$75k - \$120k	\$153k - \$178k
Average Bonus:	\$4,214	*
Average Raise:	5%	*

* Not enough information provided for firm sizes:
100-249, 500-749, 750-999, 1000+, and
bonus/raise information firm size 250-499

AVERAGE SALARY, BONUS, & RAISE BY FIRM SIZE

Managers = 25
Average salary = \$103,860
Median = \$97,000

<u>Firm Size (#):</u>	<u>1-99 (6)</u>	<u>100-249 (8)</u>	<u>250-499 (4)</u>
Average Salary:	\$79,500	\$89,032	\$130,000
Salary Range:	\$44k - \$125k	\$60k - \$125k	\$117k - \$140k
Average Bonus:	*	\$3,400	\$7,200
Average Raise:	*	5%	5%

* Not enough information provided for firm sizes:
500-749, 750-999, 1000+, and bonus/raise
information for firm size 1-99

AVERAGE SALARY, BONUS, & RAISE BY FIRM SIZE

Coordinators = 10
Average salary = \$46,564
Median = \$50,000

Firm Size (#): 1-99 (7)

Average Salary: \$47,600

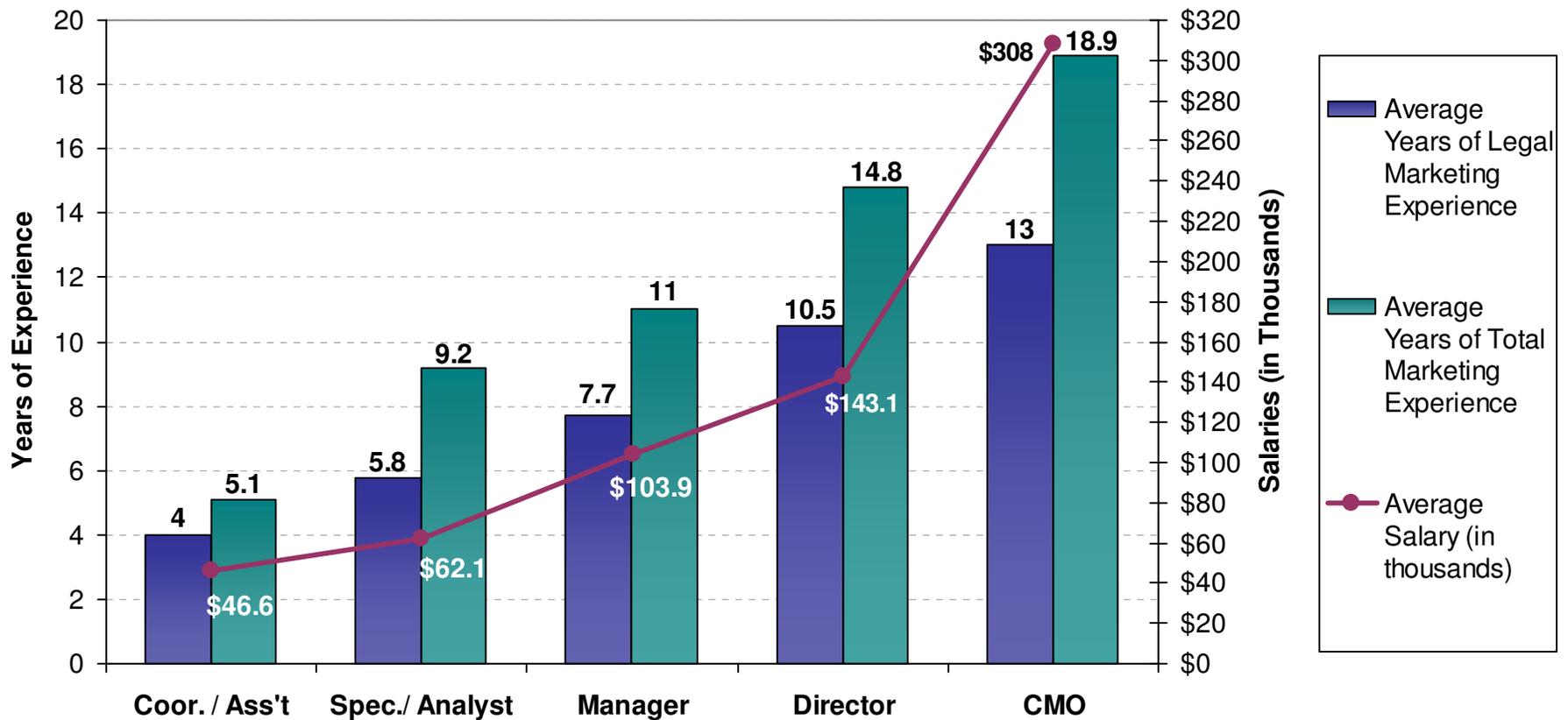
Salary Range: \$41k - \$55k

Average Bonus: *

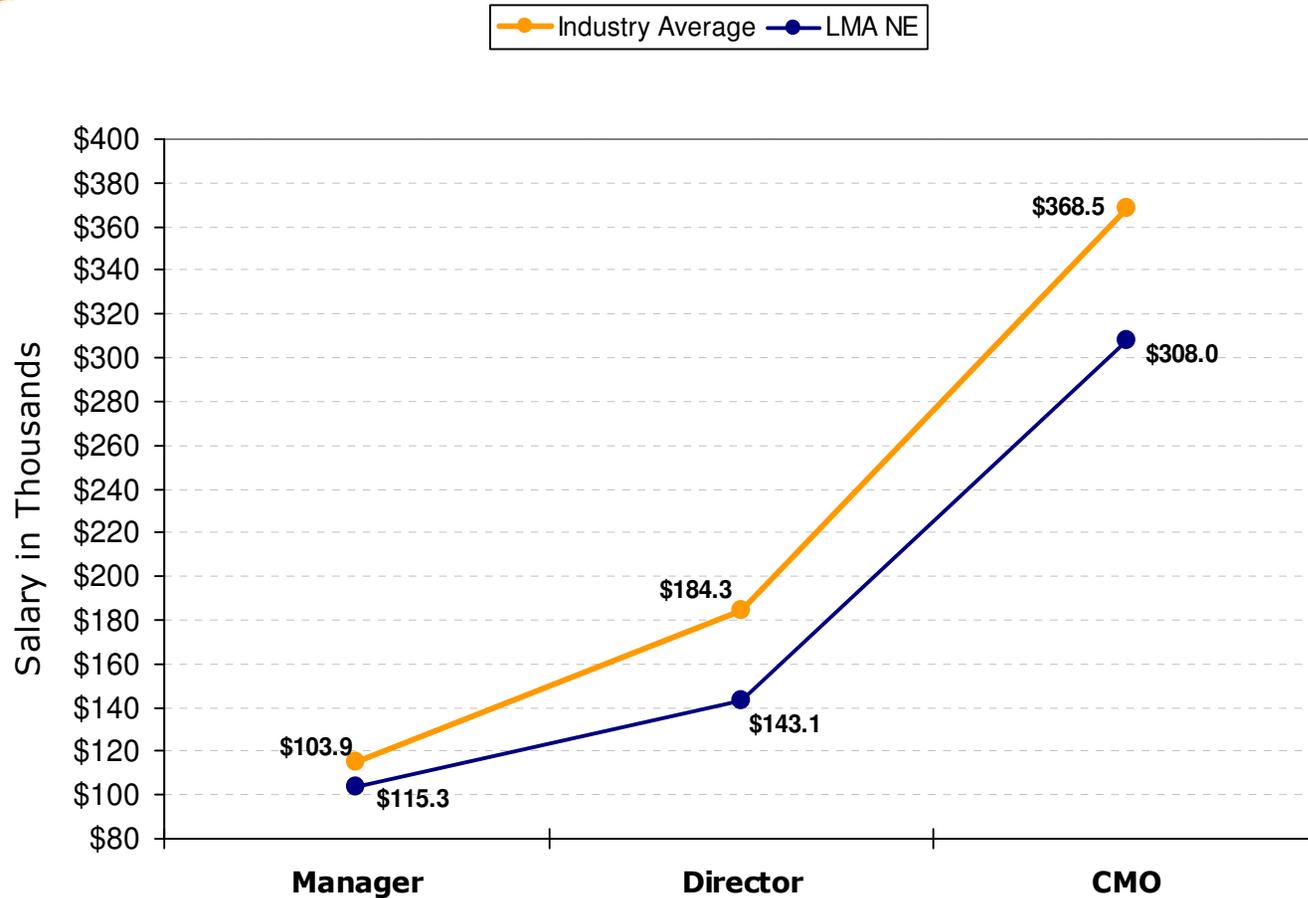
Average Raise: 4%

* Not enough information provided for firm sizes:
100-249, 250-499, 500-749, 750-999, 1000+,
and raise information for firm size 1-99

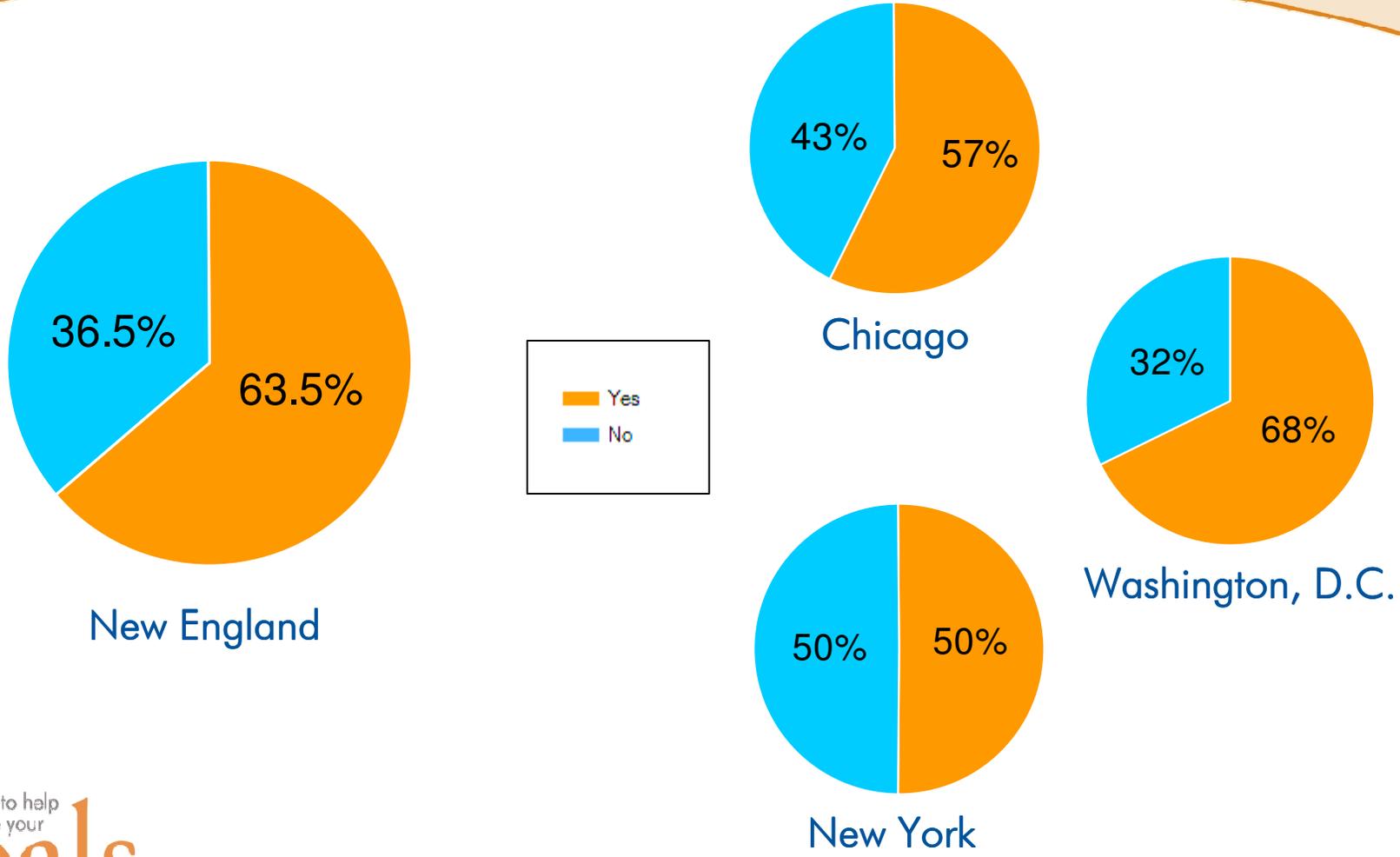
LMA NE AVERAGE SALARY vs. YEARS OF EXPERIENCE



INDUSTRY AVERAGE SALARIES VS. LMA NE SALARIES



ARE YOU SATISFIED WITH YOUR CURRENT COMPENSATION?



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you achieve your

goals

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