



2020 Law Firm Marketing/ BD Industry Trends *Part One*



Wisnik Career Enterprises, Inc.
wisnik.com | 212.370.1010 | ewisnik@wisnik.com

Dear Friends of Wisnik,

We wanted to share the first part of the results found from our 2020 Wisnik Law Firm Marketing/BD Survey with you. This survey was administered in February and reflects a pre-COVID law firm marketplace.

Part One results will give you a good sense of industry trends including average tenures, educational levels, years of experience and department structure. We will be releasing Part Two, the salary portion of our findings, on May 14th, and they will be accessible at no charge on our website www.wisnik.com.

Thank you to the 400+ BD and Marketing professionals who took the time to complete the survey so we can be a source of industry information for you. We plan to do another survey in the fall so we can show you pre- and post-COVID data.

We hope that you find the enclosed 2020 Law Firm Marketing/BD Industry Trends information valuable. Stay safe and 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 24 years, she has worked with over 120 law firms, including 86 of the AmLaw 100. Eva has placed over 800 Recruiting and Marketing professionals into law firms nation-wide, and has conducted over 750 training programs for attorneys and law firm professionals on topics that include Well-Being, 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.

Participant Response Breakdown

Total of 429 marketing professionals' salary and industry information by:



Position

- Chief: 31
- Director: 97
- Senior Manager: 47
- Manager: 175
- Specialist/Analyst/
Sr. Coordinator: 50
- Coordinator: 21
- Assistant: 8



Location

- Chicago: 38
- DC: 79
- NY/NJ: 187
- Bay Area: 20
- *Regional: 103
(Atlanta, Boston, Denver,
Detroit, LA Area, Philadelphia,
Texas, etc.)



Firm Size

- 1-250: 68
- 251-500: 47
- 501-750: 53
- 751-1,000: 62
- 1,001+: 153

All Respondents: Summary of Interesting Survey Results

7.5 years CMO average tenure
6.0 years Director average tenure

92% Received either a bonus, raise or both last year

8.4% Joined Marketing/BD in the last 2 years

59% Have been in Marketing/BD for more than 8 years

32.7%

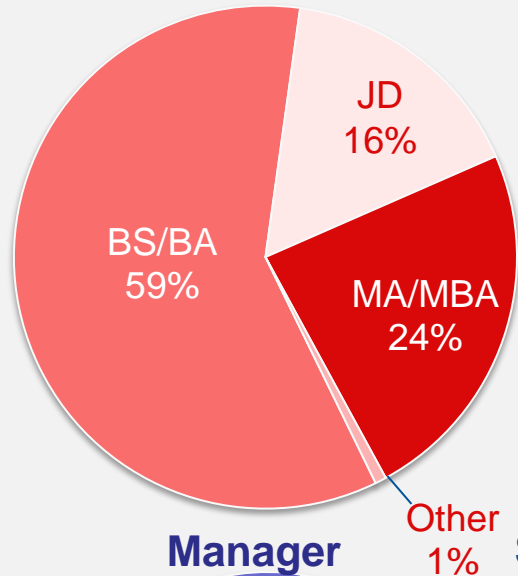
promoted
with a title
change in
the last 2
years

Profile of Marketing/BD Professional

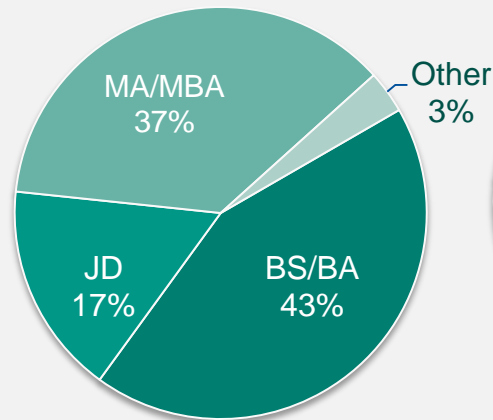


2020 Highest Degree of Education by Job Title

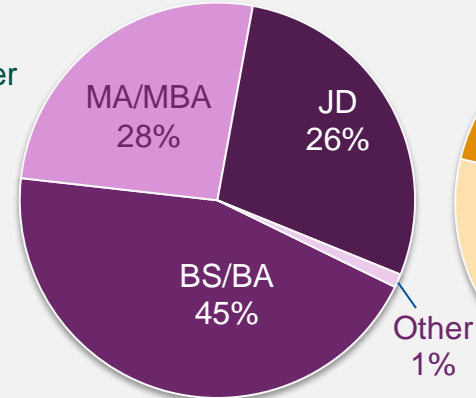
Overall



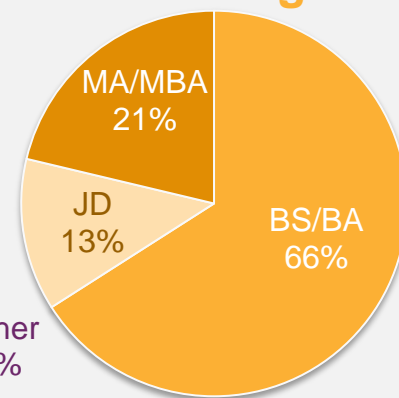
Chief



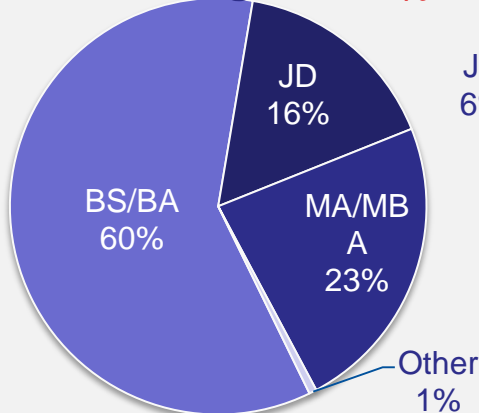
Director



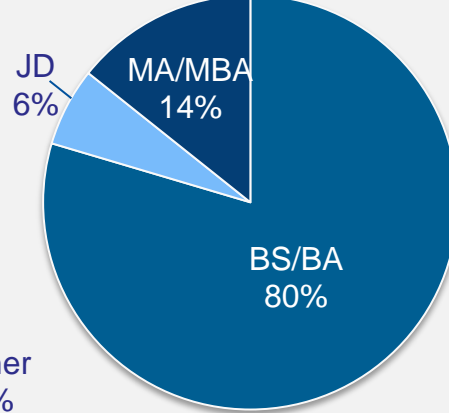
Sr. Manager



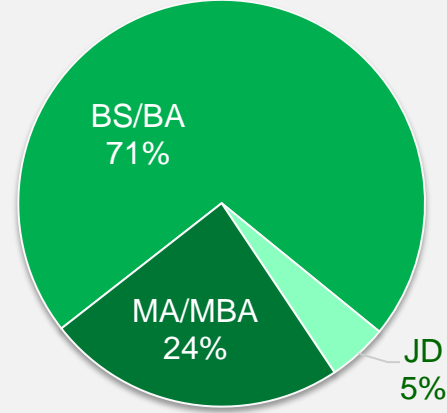
Manager



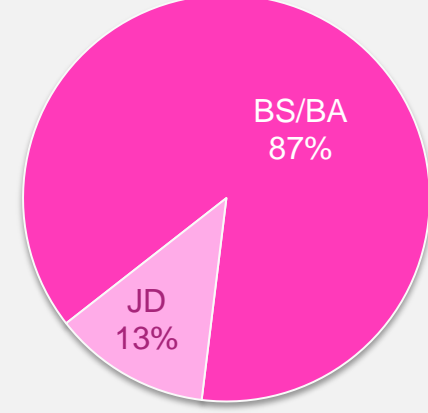
Specialist/Sr. Coordinator



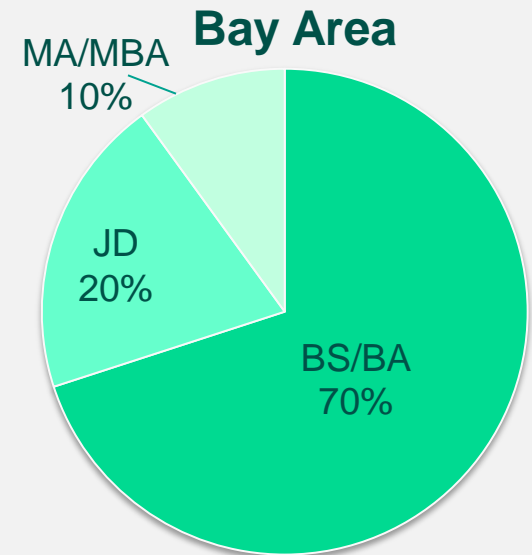
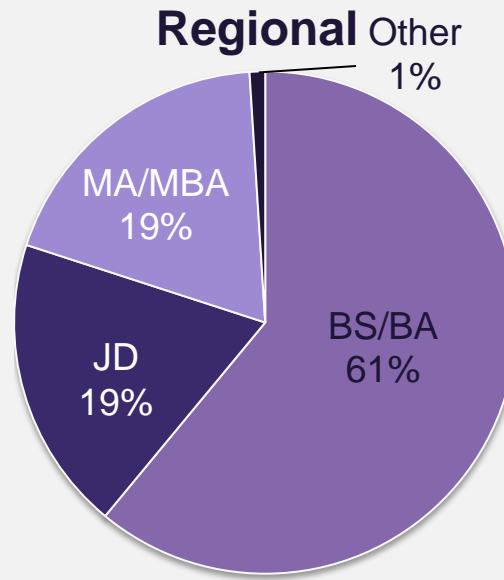
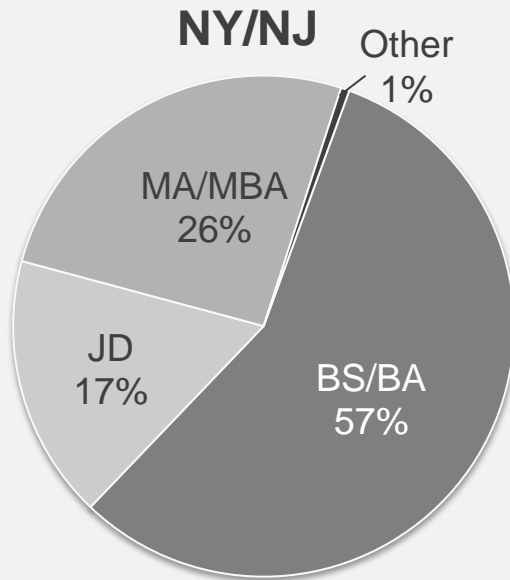
Coordinator



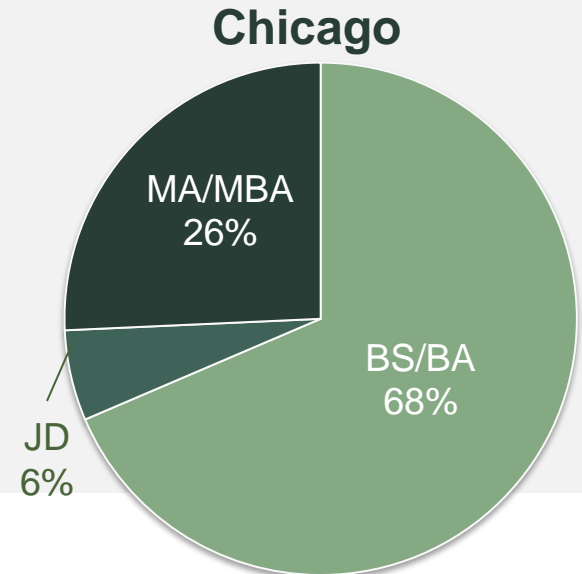
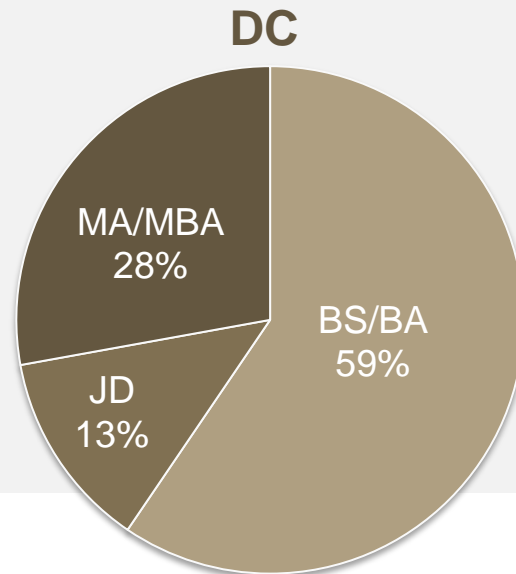
Assistant



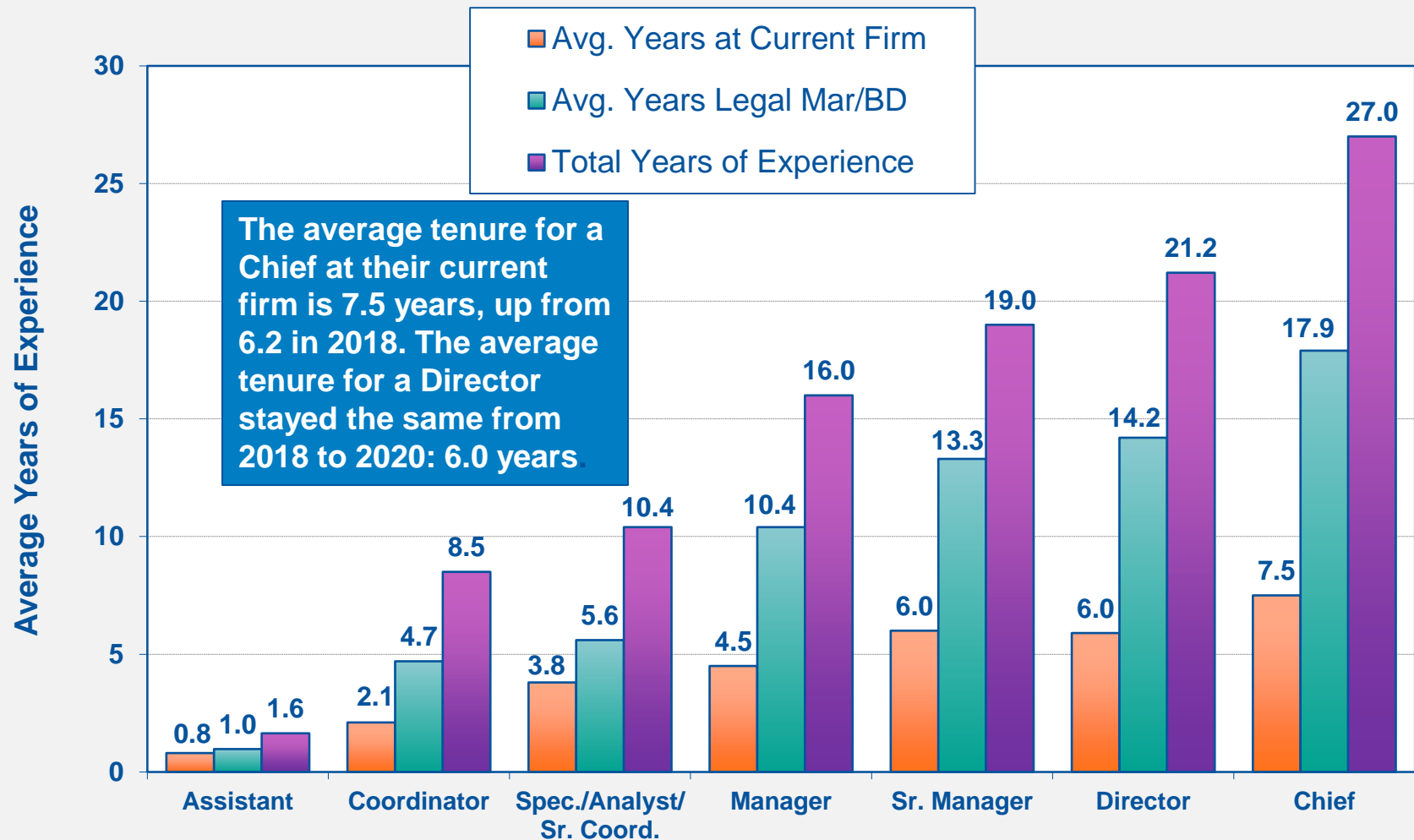
2020 Highest Degree of Education by City



New York respondents were the most likely to have a graduate degree of any kind (44%), while Bay Area residents were most likely to have a JD (20%).



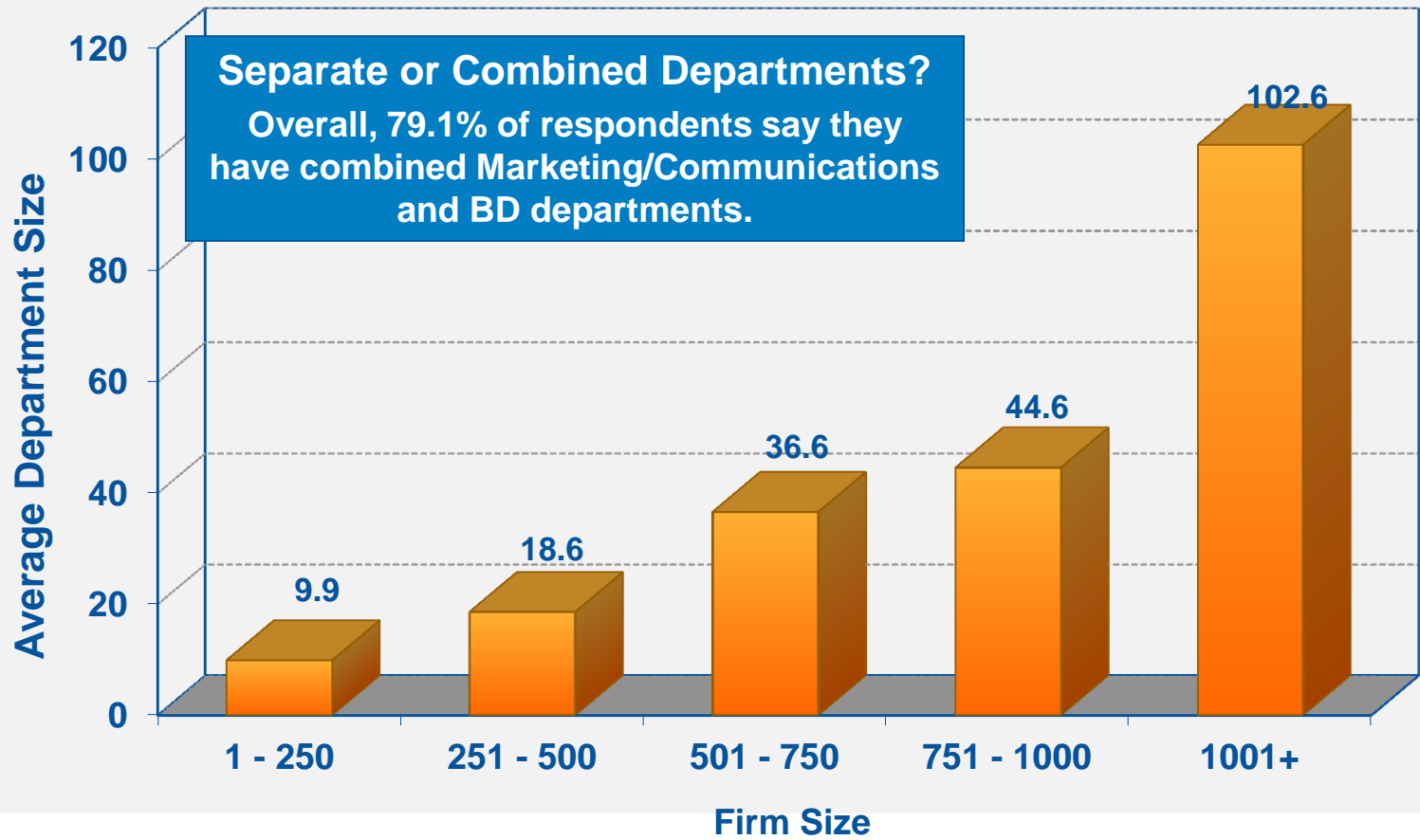
Law Firm Marketing / BD Professionals: Years of Experience



Industry Findings: Firm Structure & Staffing

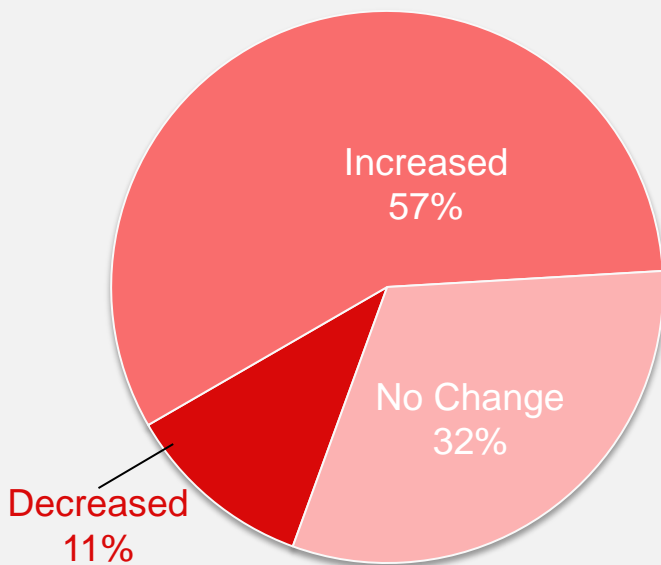


Size of Firm vs. Size of Firmwide Marketing Dept.

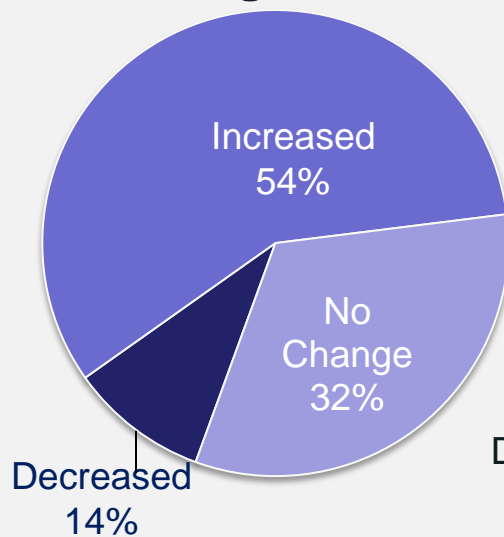


In the Past 2 Years, Has Your Department Size Changed?

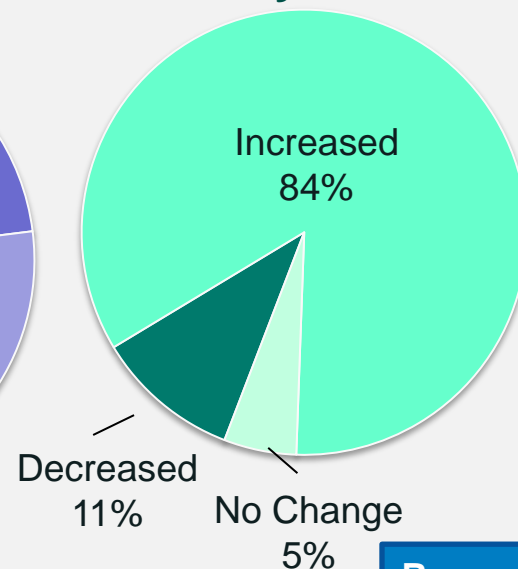
Overall



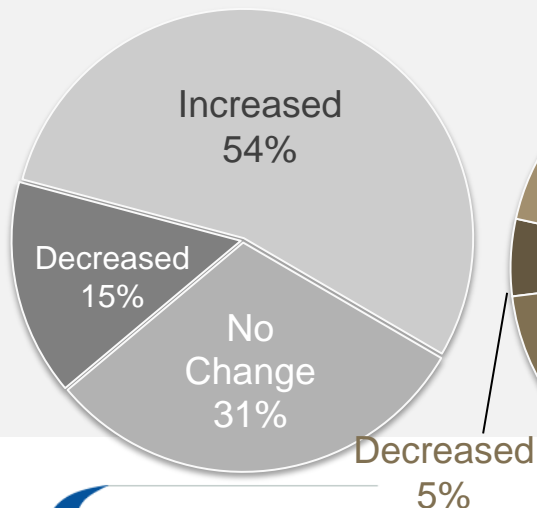
Regional



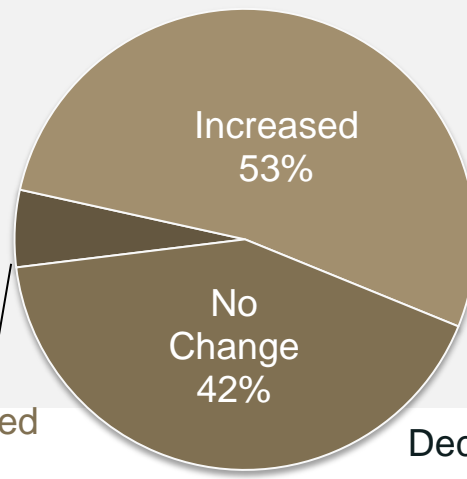
Bay Area



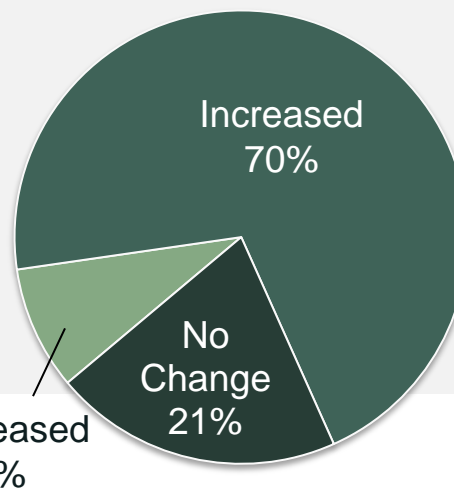
NY/NJ



DC



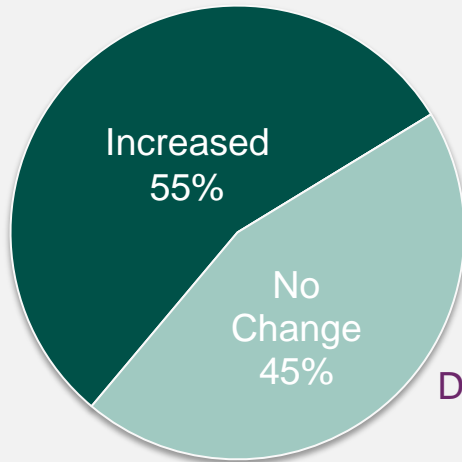
Chicago



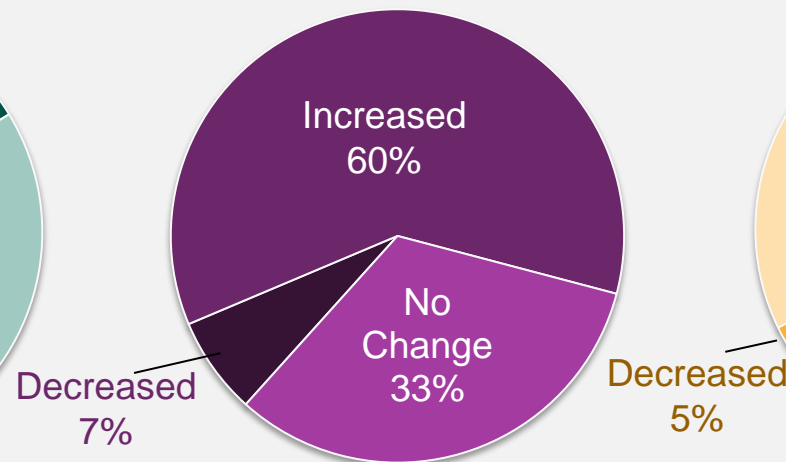
Respondents in the Bay Area were most likely to report an increase in department size (84%). Respondents in NY/NJ were most likely to report a decrease (17%).

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

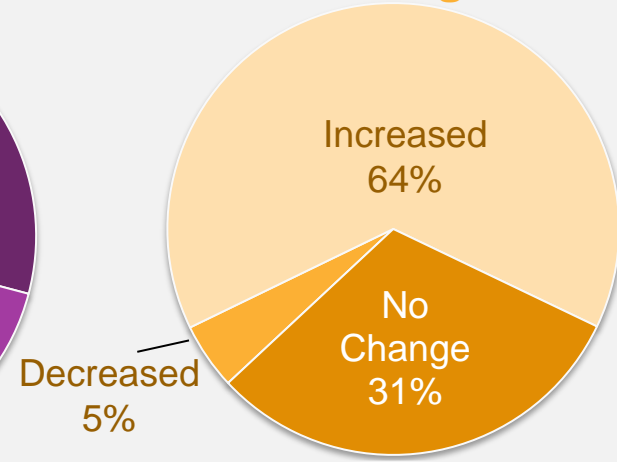
Chief



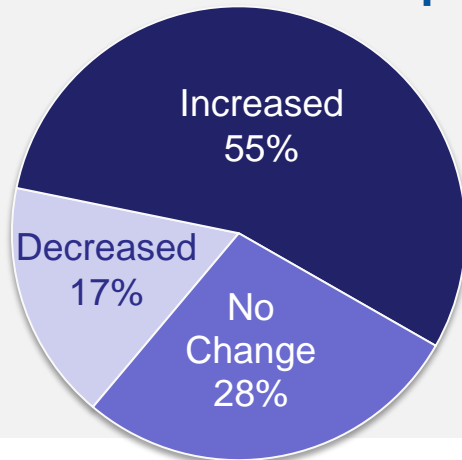
Director



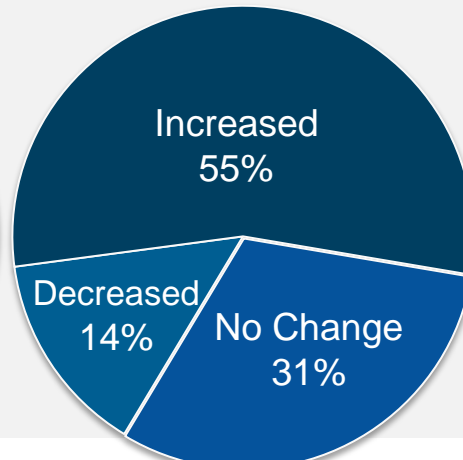
Sr. Manager



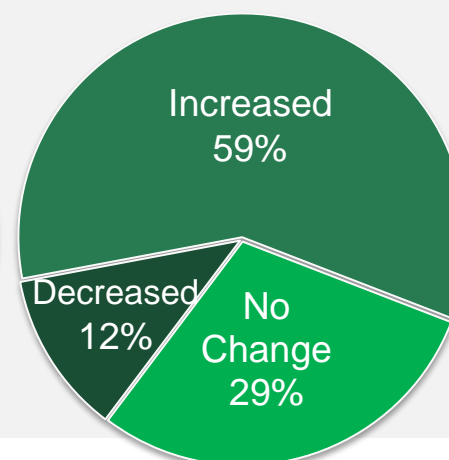
Manager



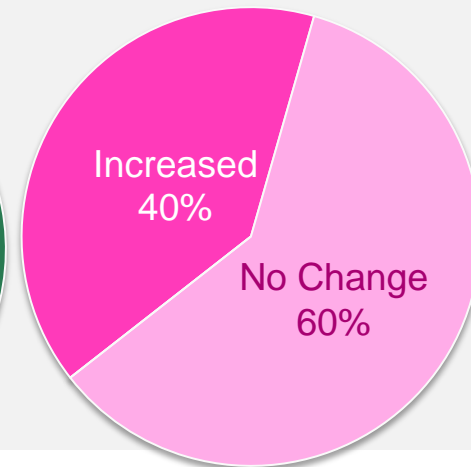
Specialist/Sr. Coordinator



Coordinator

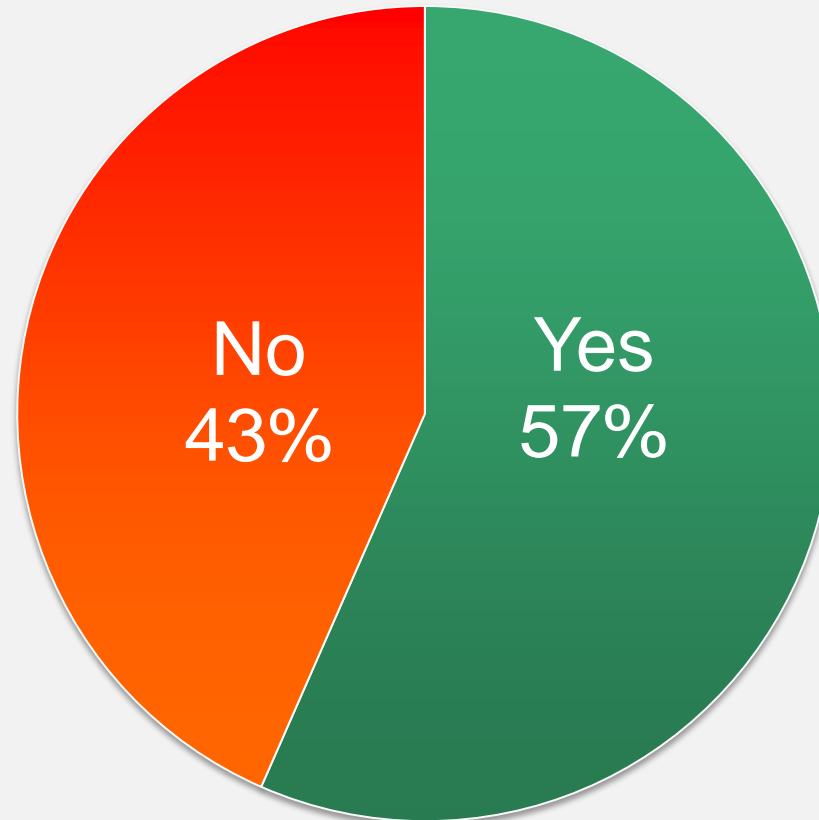


Assistant



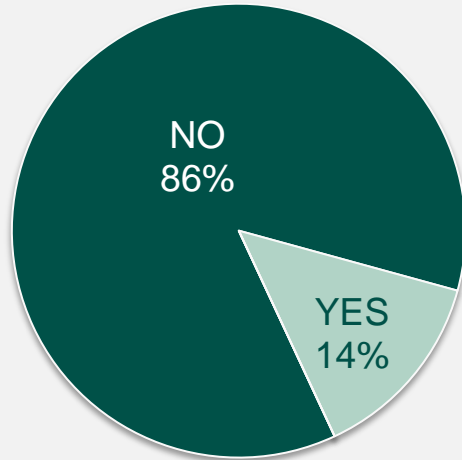
Do You Think Your Department is Adequately Staffed?

All Respondents

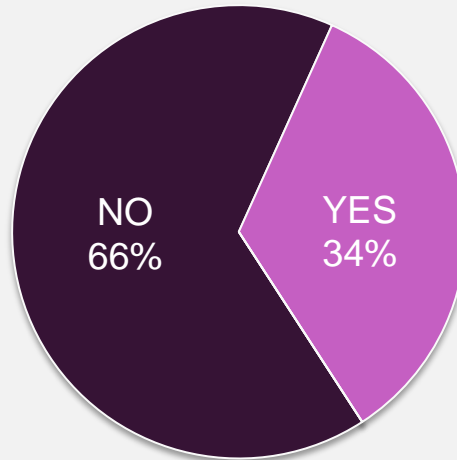


In the Past 2 Years, Have You Had a Promotion with a Title Change?

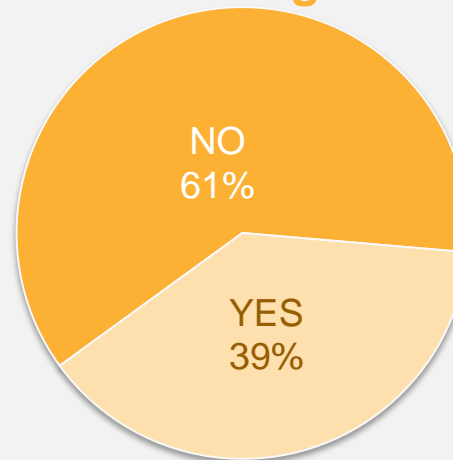
Chief



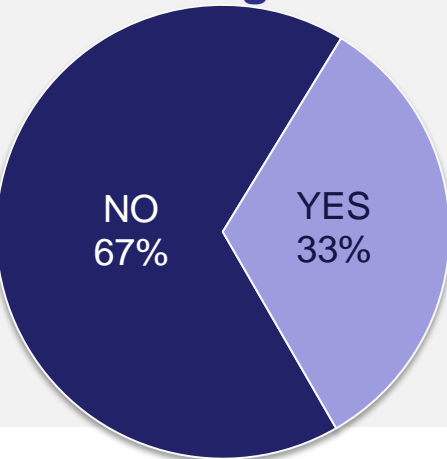
Director



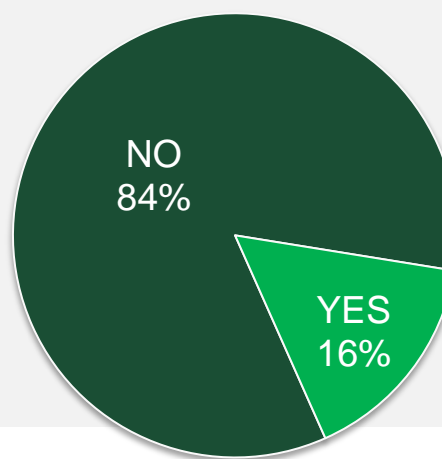
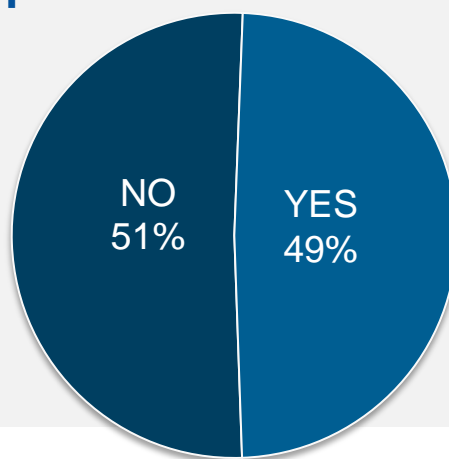
Sr. Manager



Manager



Specialist/Sr. Coordinator Coordinator



Specialists/ Sr. Coordinators were most likely to have receive a promotion, followed by Sr. Managers. This is likely because firms want to promote people but have a limited number of Manager and Director positions.



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