

Section 1: Respondent Profile

The titles of executives involved in business development in a law firm are often an indication of how a firm integrates business development and marketing functions. Respondents self-identified a variety of titles, the majority of which (50%) have a marketing-focus, 25% of which have a business development focus, and the remainder of which reflect the combined functions of marketing and business development.

A Sampling of Respondent Titles

Marketing-Focus

Director of Marketing
Chief Marketing Officer
Marketing Manager
Senior Marketing Manager

Business Development Focus

Director of Business Development
Business Development Manager
Business Development Partner
Client Relations Manager/Director
Practice Development Coordinator/Mgr

Combined Marketing and Business Development

Director Marketing and Business Development
Chief Marketing and Business Development Officer
CMO and National Director Business Development
Director of Marketing and Client Services

The demographics of respondents and their law firms have remained relatively consistent throughout the four waves of the Law Firm Business Development Practices survey.

Firm Demographics

	2009	2007	2006	2005
Total respondents	56 [^]	124	157	151
Average gross revenue	\$268 mil	\$246 mil	\$255 mil	\$290 mil
Average number of partners	141	129	159	170
Average number of associates	198	169	193	190
Average number non-legal staff	408	376	363	434
Average clients billed by year	4,500	3,715	3,270	3,400

[^] Please see methodology for explanation of sample size in 2009