

Law Firm Leaders Spotlight with Mat Rosswood

State your name, title and law firm.

Mat Rosswood, Chief Operating Officer, Kramer Levin Naftalis & Frankel LLP.

How long have you been practicing law?

N/A.

How have your marketing efforts evolved during the last five years?

We have put a greater focus on collaboration and revenue generation strategies. For example, we instituted a Collaboration Committee in 2017 charged with building on our entrepreneurial culture, improving communication/information sharing and strengthening community. Tactically, one example that has proven extremely valuable, is the creation of targeted and actionable thought leadership. Our lawyers are leveraging the various alerts and reports to conduct one-on-one briefings or offer CLEs on that subject matter to clients and prospective clients.

How has working closely with your Marketing Department been beneficial to the firm in the months since COVID-19 began?

Our Marketing and Business Development team, led by Jennifer Manton, took the lead very early in the pandemic to engage with our lawyers on the importance of client service and care, especially at this time. Some of the things we promoted included resources, such as articles or webinars about how to have client conversations. The team produced a Guide to Client Engagement that we keep updating and refreshing and have since expanded to client and “team” engagement. In this remote environment, it takes some creativity to find ways to engage with both clients and colleagues to keep connected and to collaborate.

What are some new marketing initiatives that your firm has worked on as a result of COVID-19?

Our firm launched a COVID-19 Legal Response Team and a COVID-19 Legal Resources blog. The team comprises more than 40 lawyers, who have published more than 150 alerts and updates since forming and launching the blog on March 16. We’ve also formed multidisciplinary teams focused on the economic downturn and changing market conditions. Our distressed real estate team, for example, combines Kramer Levin’s market leading Real Estate and Bankruptcy and Restructuring practices to help clients navigate real estate workouts, restructurings and recapitalizations.

How does your Marketing Department drive strategic plans and lead the charge in a time of change?

Our Chief Marketing and Business Development Officer is responsible for working with our practice group leaders on developing their strategic plans and providing support and assistance with executing the plans. Jennifer champions a framework for revenue generation that we call “G3,” which brings focus to both guarding and growing existing clients, as well as getting new clients. Our practice groups were asked to identify G3 targets in their plans and build teams around them to put the right resources in place with the right clients and prospective clients.

What is your firm’s most effective marketing channel?

Doing great work for our clients and being their trusted advisors. The Marketing and Business Development team employs a number of channels to promote our good work, our wins, our accolades, our people and our practices, but it all starts with our clients and our work product.

What marketing and business development initiatives born out of COVID-19 will be used in the future?

I think the focus on innovative, virtual client engagement in a time when the normal social opportunities were unavailable will continue. Virtual gatherings have connected us to new prospective clients and more deeply into existing clients than traditional client entertainment. There is much more to capitalize on as we look beyond the pandemic.