

## Jennifer Kuban

Director of Business Development

Pittsburgh

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Jennifer leads high-performing business development teams that deliver results. With more than 25 years of legal marketing experience, she spearheads initiatives that drive growth for several of the firm's practices and industry groups.

### OVERVIEW

Jennifer leads the firm's marketing and business development efforts for the health care, life sciences, and intellectual property practices and related industry groups. She and her team collaborate with practice leadership to create and execute a wide range of initiatives, playing a key role in identifying the most impactful strategies and tactics to grow brand awareness and win new business.

One of Jennifer's core strengths is in creating and implementing comprehensive marketing plans that drive business growth and achieve measurable outcomes. She also works closely with attorneys to advance their individual goals and the development of key client relationships.

### TOP AREAS OF FOCUS

- [Health Care + Life Sciences](#)
- [Intellectual Property](#)

### ALL AREAS OF FOCUS

- [Construction](#)
- [Health Care + Life Sciences](#)
- [Insurance + Reinsurance](#)
- [Intellectual Property](#)

### PROFESSIONAL/COMMUNITY INVOLVEMENT

- Founding member, Professional Services Marketing Association (PSMA)
- Member, 3 Rivers Venture Fair, Marketing Committee (2012-present)

- Former member, Legal Marketing Association

## **EDUCATION AND CERTIFICATIONS**

### **EDUCATION**

- Point Park University