# Samantha Katz

Director of Business Development

Atlanta

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## OVERVIEW

Sam is a consultative marketing and business development professional with two decades of experience advancing the business objectives of law firms, individual attorneys, and practice groups. She has a proven track record of building relationships with partners, who in turn rely on her for guidance on developing both their team and their portfolio of business.

Sam currently leads the firm's business development efforts for the Transactional department, which includes the Corporate and Tax + Employee Benefits practice areas. Along with her team, Sam is responsible for responding to requests for proposal, drafting pitch and other collateral materials, assisting with public relations efforts, and providing support on client and prospect-facing events.

Prior to joining the firm in August 2022, Sam held leadership positions in business development and marketing at several prominent law firms. She is known for her ability to build strong relationships with attorneys and clients, and for her strategic thinking and problem-solving skills.

Sam is an active member of several professional and volunteer organizations, including the Legal Marketing Association. In her free time, Sam enjoys traveling and spending time with her family.

## TOP AREAS OF FOCUS

- Corporate
- Tax

## PROFESSIONAL/COMMUNITY INVOLVEMENT

- Legal Marketing Association

## EDUCATION AND CERTIFICATIONS

### EDUCATION

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- The George Washington University, B.A., 2004

## SPEAKING ENGAGEMENTS

- Speaker, "Designing Data-Driven Marketing & BD Initiatives," LMASE Tech Intensive Conference, March 5, 2025.
- Speaker, "What's Next in Our Field? The Intersection of Marketing/Business Development and Practice Management," LMASE 2017 Regional Conference, September 13-15, 2017.