

Beth Marie Cuzzone*

Chief Business Growth Officer

bcuzzone@goulstonstorrs.com

Boston: +1 617 574 6525



Beth Cuzzone is the Chief Business Growth Officer for Goulston & Storrs. In her role, she spends time aligning practice, industry and working group initiatives with the firm's strategic vision. An integral part of the firm's leadership, Beth manages a wide range of firm growth activities, and she is part of the team responsible for overseeing firm branding, external communications, client relationship support, pricing, legal project management, business development and business analysis.

One of Beth's essential roles involves conducting and analyzing client interviews, capturing valuable feedback that ensures the firm and its clients remain cohesive.

Beth has authored, co-authored and contributed to many articles, white papers and books, including the following publications by the American Bar Association:

- [*The Law Firm Associate's Guide to Personal Marketing*](#)
- [*Selling and Marketing Success: How Did She Do That?*](#)
- <https://www.legalsales.org/event-3910925>

She also co-authored a work entitled, "[*51 Practical Ways for Law Firms to Add Value*](#)," published by the Law Firm Value Committee of the Association of Corporate Counsel.

As an industry leader in professional services marketing, Beth is a founding member of the Legal Sales and Service Organization, and she is an advisory board member of the Law Practice Technology & Innovation Institute. She is also a member and former President of the Legal Marketing Association, New England Chapter.

Beth holds a green belt in *Six Sigma* business strategy and is a trained facilitator.

**Beth Marie Cuzzone is not a practicing attorney.*

Accolades

- [*"Excellence In The Law"*](#) Recipient, Massachusetts Lawyers Weekly, 2014

- Fellow, [College of Law Practice Management](#)
- Legal Marketing Association (“LMA”), Your Honor Awards, annually since 2001
- *Six Sigma* Green Belt Certification, 2006
- MLF 50, top ranked marketing department, *Marketing the Law Firm*, 2006-2012
- 40 Under 40 Award Recipient, Boston Business Journal, 2005

Affiliations

- Founding Board Member, Legal Sales and Service Organization, 2003-Present
- Conference Co-chair, Marketing Partner Forum, 2017-2019
- Inaugural Member, [Marketing Leadership Council](#), Thomson Reuters 2016-present
- Editorial Board, *Marketing the Law Firm*, American Lawyer Publication, 2006-Present
- Marketing Advisory Board, Super Lawyers, 2013-Present
- Advisory Board, Law Practice Technology & Innovation Institute, Suffolk Law School, 2014-Present
- Committee Member, LMA-ACC Value Challenge, 2009-2014
- Board of Directors, STRIVE, 2012-2014
- Brand Committee, B'nai B'rith New England, 2010-2012
- Business Partners Committee, Boston Symphony Orchestra, 2009-2011
- Board of Directors, Patriots’ Trail Girl Scout Council, 2002-2007
- President, Legal Marketing Association, New England Chapter, 1998-1999
- Associate Editor, Board of Editors, *Law Firm Partnership and Benefits Report*, 1998-2000

Education

- Northeastern University (B.S.)
- George Washington University (M.A.)
 - Law Firm Management

Publications

October 11, 2018

Podcast: The Future of Law Firm Marketing & Business Development

Berbay Marketing and PR

October 11, 2018

Legal Marketers Engaging in Content Selling

The Journal of Legal Marketing

May 18, 2018

The Legal Sales & Service Organization Turns 15 – Q&A with LSSO's Co- Founders

National Law Review

November 2017

Marketing the Law Firm

Law Journal Newsletters

February 15, 2017

Thomson Reuters Welcomes the Marketing Leadership Council

Legal Executive Institute

September 2016

Business Development Webinars: Finding New Opportunities on a Tight Budget Using Blue Ocean Strategy

September 12, 2016

Keep Your Friends Close and Your Prospects Closer

Association of Legal Administrators

April 2016

Voice of the Client: Practice What You Preach: 2.0

April 2016

The Challenge of Developing Marketing Initiatives in Law Firms

August 14, 2015

Making It Rain: Practical Tips From Those Who Do

Law Practice Today

June 2015

The Evolution Between Outside And Inside Counsel

January 3, 2014

Rise to the Top: Five Super Marketing Tips for Lawyers

Attorney At Work