

## Leigh Herzog\*

*Head of Business Development*

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Leigh Herzog leads business development and marketing and communications initiatives to advance the Goulston & Storrs' brand in the marketplace. She elevates visibility for the firm and its lawyers using creative and innovative marketing strategies and corporate communications, including thought leadership, advertising, brand partnerships, event programming, and earned recognitions. Gifted at bringing the firm's narrative to life, Leigh provides a pathway to attorneys for clients navigating complex legal issues.

Leigh works closely with individual attorneys to raise personal profiles using storytelling techniques that highlight unique expertise, professional accomplishments, and client achievements. She also collaborates with the firm's operational leaders to promote important internal and external initiatives related to recruiting, office relocations, professional development, pro bono activities, and diversity, equity and inclusion efforts, among others.

Leigh joined Goulston & Storrs in 2019 as a Client Relations and Innovation Manager with the firm's Strategic Growth team. Her open-minded and creative approach to identifying client priorities supported long-term, productive relationship development for attorneys. This experience is the foundation from which Leigh develops effective marketing campaigns that resonate with clients as they make legal hiring decisions.

Prior to joining the firm, Leigh was a vice president at MullenLowe, an advertising and marketing communications agency. Focusing on media and public relations, Leigh augmented client reputations within the consumer marketplace. This experience directly informs her refined approach to using storytelling as a powerful tool for raising brand awareness in a crowded marketplace.

*\*Leigh Herzog is not a practicing attorney.*

### **Affiliations**

- For Kids Only Afterschool, volunteer
- Legal Marketing Association (LMA), member

## **Education**

- Bentley University (B.S.)
- Legal Sales and Service Organization (Coaching Certification)