

Liz Sobe*

Director of Strategic Growth

lsobe@goulstonstorrs.com

New York: +1 212 878 5030



Liz (Cerasuolo) Sobe is the Director of Strategic Growth for Goulston & Storrs. She is a creative, innovative and client-focused professional. Liz leads firm-wide strategic marketing and business development efforts, including digital marketing, communications, public relations, client acquisition and retention, and consistent brand delivery initiatives. To maximize her team's delivery of top quality client service, Liz uses a collaborative approach, personalizing relationship-development initiatives both internally and externally.

Known for her inclusive, results-oriented approach to the business of legal marketing, Liz is an industry leader in professional services marketing. She has held many leadership roles in professional services organizations including most recently serving as the 2018 President of the Northeast Regional Board for the International Legal Marketing Association.

Liz was formerly the long-serving Director of Marketing & Communications at Fish & Richardson, a global patent, intellectual property litigation, and commercial litigation law firm with 12 offices. In that role, she spearheaded a full range of marketing initiatives aimed at delivering the strategic vision of the firm. Before entering legal marketing, Liz spent 13 years handling marketing and business development for early-stage venture capital firms.

Liz speaks both intermediate French and Spanish.

**Liz Sobe is not a practicing attorney.*

Accolades

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Legal Marketing Association, New England Star Award for Outstanding Service, 2015

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"Excellence in Law: Marketing," Massachusetts Lawyers Weekly and Massachusetts Bar Association, 2014

Affiliations

- Smart Collaboration International, Accredited Partner
- Legal Lean Sigma® Level 100 Certificate
- International Legal Marketing Association
 - Northeast Regional Board of Directors, President, 2018-2019
 - Inaugural Northeast Regional Board of Directors, President- Elect, 2017-2018
 - Diversity & Inclusion Task Force, 2017
- Middle School Parent Teacher Organization, Westford, MA, President, 2016-2018
- Legal Marketing Association, New England Chapter, Board of Directors, Conference Chair and Future Leaders Chair, 2013-2016
- Boston Debate League, Development Committee, 2014-2016

Education

- Wheaton College, MA (B.A.)

Publications

January 13, 2021

Goodbye 'Marketing and Business Development.' Hello 'Strategic Growth'
American Lawyer

July 20, 2020

Sidebar Conference: Online Reputation Management
Lawyers Weekly

May 17, 2018

Storytelling in Social Media

Massachusetts Lawyers Weekly

May 17, 2018

Cut Through the Noise to Reach Your Clients

Massachusetts Lawyers Weekly

May 17, 2018

11 Ways to Be a Better LinkedIn

Massachusetts Lawyers Weekly

Speaking Engagements

- CommYounicate: Branding Yourself on Social Media, Boston Bar Association
- Breaking Down Invisible Barriers: Fostering Internal Collaboration, Legal Marketing Association's Future Leaders Boot Camp
- Legal Implications of Social Media: When to Use It, When to Lose It, Women in eDiscovery, Boston Chapter
- When Firm Culture Gets in the Way of Firm Success: How to Overcome Stumbling Blocks on the Path to Progress, Legal Marketing Association National Conference