

Taking the Leap to Chief Business Development Officer – Discussing the Journey, Challenges, and Lessons

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In the twists and turns of a career in legal marketing and business development, making the jump to CMO or CBDO stands out as possibly the most daunting.

Kelly Harbour, Chief Business Development Officer at Goulston & Storrs, shares her career journey to CBDO and advice for others looking to make the leap with Edward Lovatt on the Passle CMO Series podcast. [Click here to listen.](#)

Ed and Kelly discuss:

- Kelly's current role at Goulston & Storrs and her journey to where she is now;
- What it was like making the move to the role of CBDO;
- How the experience of an internal promotion compares to someone coming into the role from outside the firm;
- What it's like to step into the shoes of your former CBDO;
- Kelly's experience in being a parent and managing a promotion during the pandemic and her advice for working parents taking on demanding jobs; and
- Advice for aspiring CMOs and CBDOS.