



Trish Lilley

Chief Marketing & Business Development Officer

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EMPLOYMENT

- Thompson Coburn LLP Chief Marketing & Business Development Officer, 2023-Present
- Stroock & Stroock & Lavan LLP Chief Marketing & Business Development Officer, 2018-2022
- Fox Rothschild LLP Chief Marketing & Business Development Officer, 2008-2018
- The Irish Academy of Public Relations Adjunct Faculty, 2013-2014
- Duane Morris LLP Senior Manager - Litigation, Diversity, Bankruptcy, Women's Initiative, 2006-2008 Wolf Block Media & Marketing Operations Manager, 2005-2006
- Crowell & Moring LLP Director of Marketing And Development, 2003-2004
- Dechert LLP Litigation Marketing Manager, 2001-2003

EDUCATION

- Temple University, B.A., Journalism
- Rutgers University Center for Executive Leadership, Organizational Leadership
- The Catholic University of America Center for Irish Studies, Irish Politics & History
- University of Pennsylvania - Penn Language Center, Irish Gaelic
- Trinity College Dublin, Hilary Term Residence, Irish Studies

Trish is an innovative, award-winning chief marketing officer who leads Firmwide marketing and business development programs for Thompson Coburn practice areas and attorneys.

A veteran legal marketing executive with 20+ years of industry experience, Trish is known nationally for her creative, highly effective approach to in client development, digital innovation, content-driven branding, market-entry strategies, and marketing operations.

Trish has launched client feedback and key client programs, designed and implemented marketing and BD professional development programming, and conceptualized and executed national advertising and branding campaigns. Her industry leadership in the areas of digital marketing and legal marketing innovation have earned national recognition by the New York Law Journal and the Managing Partner Forum. In 2023, Trish began her term on the Legal Marketing Association's International Board of Directors as Member-at-Large.

As Thompson Coburn's chief client development strategist, Trish studies firmwide data, including client feedback and satisfaction, service trends, pricing and hours, to develop responsive strategies for client development and acquisition. Trish is passionate about collaborating with C-Suite executives on firmwide innovation and culture initiatives that spur engagement, connection and collaboration — qualities strongly tied to successful business development strategies and deeper, more meaningful client relationships.

Supported by a national team of award-winning marketing professionals and technologists, Trish helps attorneys capitalize on their strengths, break into new and existing markets and build lasting relationships with clients.

Recognitions

- 2022 Innovation Award, New York Law Journal
- 2022 Top 100 Marketer, OnCon Icon Awards
- 2021 Finalist, Strategic Law Firm Reimagining Award, Managing Partner Forum

AFFILIATIONS

- Legal Marketing Association, Former President, Northeast Region - 1K+ members in 12 states, Puerto Rico & U.S. Virgin Islands, Former Editor, Strategies, the Journal of Legal Marketing, Founding Member, Educational Advisory Council, Member-at-Large, International Board of Directors, 2023-present
- Philadelphia Alliance for Capital and Technologies (PACT), Marketing Chair, Impact Capital Conference, 2012

COMMUNITY

- Access Justice Brooklyn, Board of Directors, 2023-Present
- Big Brothers Big Sisters of America, Mentor - Big Sister, 2015-2017
- St. John the Evangelist Episcopal Church, Philadelphia, Senior Warden, Elected Vestry Member, Sunday School Teacher
- Girl Scouts of Central & Southern New Jersey, Service Unit Registrar, Troop Leader
- Deptford Township Schools, New Jersey, Member - Board of Education

Publications

- "Digital Marketing – To the Metaverse & Beyond" *OnCon Annual CMO Conference* January 2022
- "Capturing the Attention of Decision Maker: Competitive Intelligence in the Modern Law Firm" *Ark Group - New York Law School* September 2019

Presentations

- Panelist, "2024 State of the Legal Industry Webinar" Leopard Solutions, January 24, 2024
- Panelist, "How Personal Branding Contributes to Your Professional Success" Legal Marketing Association Northeast Regional Boot Camp August 2023