

Anne B. Zambrano

DIRECTOR OF MARKETING & BUSINESS
DEVELOPMENT

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Overview

Anne Zambrano brings 30 years of marketing and business development experience with professional services firms, including 18 years in law firm marketing.

As the firm's director of marketing and business development, Anne has primary responsibility for establishing, leading, and executing programs that build the firm's brand; leveraging competitive and business intelligence and technologies to support business development; and supporting the implementation of marketing communications, public relations, and business development strategies. She collaborates with the CEO and senior leadership to execute the firm's vision and growth strategy across industry and practice groups.

Prior to assuming the marketing and business development responsibilities, Anne served as the firm's senior business development manager. In that role, she was responsible for business development skills training and coaching, lateral integration support, strategic responses to requests for proposals for clients and prospective clients, and client team support. Prior to that, Anne was the marketing director for a Florida-based law firm.

Anne is an active member and leader in the Legal Marketing Association (LMA). She has served on the LMA board of directors for the Southeastern Chapter, as well as the chair of LMA Tampa Bay City Group.

Credentials

Education

- Eckerd College (B.A., Business Management)