



# Elizabeth Bergen Zabak

CHIEF MARKETING OFFICER

TAMPA

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CONNECT

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## Overview

Chief Marketing Officer Elizabeth Zabak brings decades of professional experience and deep institutional knowledge to her roles at the firm. Since 2001, Elizabeth has been responsible for firmwide strategic marketing and business development, with a focus on attorney business development coaching and training.

Elizabeth 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, growth strategy across industry and practice groups, and client succession planning.

Elizabeth is instrumental in providing lateral attorney marketing integration and business development support. She developed the firm's Next Level Coaching Program more than a dozen years ago, incorporating one-on-one coaching, business plan development, and educational programming for a select group of firm shareholders. In addition, she was instrumental in establishing the firm's Associate Kick Start Coaching Program for senior associates.

Prior to assuming the marketing and business development responsibilities, Elizabeth was the firm's director of attorney recruitment and training. In that position, she was responsible for firmwide attorney recruitment and retention, professional development, attorney mentoring programs, associate performance reviews, shareholder selection process, and the firm's diversity initiatives.

## Professional & Community Involvement

- Legal Marketing Association (2001–present)
  - LMA Education Committee (2008–2011)
  - Tampa Bay City Group, Southeastern Chapter (2001–present)

- Leadership Tampa (2012–2013)
  - Leadership Tampa Alumni (2013–present)
- National Association for Law Placement
  - Chair, Attorney Development and Evaluation Committee
  - Chair, Annual Education Conference
  - Director, NALP Board of Directors
  - Southeast Regional Coordinator
- Hillsborough County Bar Association
- Duke University Alumni Admissions Advisory Committee for Hillsborough County
  - Chair
- Duke Club of Tampa/St. Petersburg
  - Board of Directors
- Junior League of Tampa
  - Board of Directors

## Speaking Engagements

- "Marketing and Client Development Overview 2020," Carlton Fields New Shareholder Orientation (March 13, 2020)
- "Developing Your Business Plan," Carlton Fields Associate Kick Start Program, Tampa, FL (November 30, 2018)
- "Golden Nuggets Roundtable Discussion – Succession Planning: Key Takeaways From the 2018 Legal Marketing Association's National Conference," Tampa Bay LMA (June 27, 2018)
- "Taking the Work Out of Networking," Carlton Fields Associate Kick Start Program, Tampa, FL (June 12, 2018)
- "Did You Go to Law School to Market? Marketing Tips to Begin Your Legal Career," Carlton Fields Summer Associate Training, Tampa, FL (June 30, 2017)
- "Building a Law Practice Panel," Duke Tampa Bay, Tampa, FL (October 16, 2015)
- "Best Practices for Business Intelligence to Business Development," Carlton Fields, Washington, D.C. (April 8, 2016), Tampa, FL (August 24, 2015), Miami, FL (July 24, 2015)
- "How to Advance Your Career With a Professional Coach: What Do They Do and Do You Need One?," Miami-Dade Chapter Florida Association for Women Lawyers, Miami, FL (June 7, 2011)
- "Best Practices for Developing Your Leadership Roles – Ways in Which to Become a Truly Effective Manager and Mentor," 2011 Legal Marketing Association Annual Conference, Masterminds - Senior In-House Marketer's Summit, Orlando, FL (April 4, 2011)
- "Defining Value in Legal Marketing," Legal Marketing Association Mini Conference, Fort Lauderdale, FL (August 27, 2010)
- "World-Class Client Feedback Programs: Driving Revenue in a Down Market,"

## **Credentials**

### EDUCATION

- University of South Florida (M.A.)
- Duke University (B.A.)

## **Background**

- Chief Marketing Officer, Carlton Fields, Tampa, FL (2008–present)
- Director of Marketing and Client Development, Carlton Fields, Tampa, FL (2001–2008)
- Director of Attorney Recruitment and Training, Carlton Fields, Tampa, FL (1984–2005)
- Health Educator and Trainer, Charles E. Mendez Foundation, Tampa, FL (1981–1984)
- Special Education Teacher, Hillsborough County School System, Tampa, FL (1978–1981)