

## **SUSANNE MANDEL**

Chief Business  
Development &  
Marketing Officer

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Susanne Mandel has been the Chief Business Development & Marketing Officer at Lowndes, a multi-discipline law firm in Orlando, Florida, since 2009.

Susanne has been a creative leader and strategic innovator for global, regional and small law firms for nearly three decades, including at two AmLaw 100 firms and has worked with law firms of all sizes around the U.S. as a consultant with Marketforce, a division of Hildebrandt International. She also brings corporate and not-for-profit perspectives to professional services, including several years on the market research team at corporate giant, PepsiCo.

A founder and former president of the Metropolitan New York Chapter of the Legal Marketing Association (LMA), Susanne was featured in The New York Times as a leader in the then-burgeoning field of law firm marketing. She is a frequent speaker and author on topics relating to law firm marketing, business development, and leadership.

### **EDUCATION**

- Boston University School of Public Communication (Public Relations)
- State University of New York at Albany (B.A. in Rhetoric & Communications)

### **PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS**

- Member, Legal Marketing Association (LMA), 1988 to present
  - Currently member, LMASE (Southeast Region), 2009 to present
  - Previously founding member (1992), Treasurer (1993) and President (1994) of

- LMA's Metropolitan New York Chapter
  - Member, Advisory Committee, 2012 and 2013 Annual Conferences
  - Member, Education Committee/Quickstart Subcommittee, 2011
  - Chair, 1997 Annual International Conference
- Awarded LMASE 2011 "Your Honor Award" in social media category (runner up)

## LANGUAGES

- Hebrew