

Susanne L. Mandel

CHIEF BUSINESS DEVELOPMENT & MARKETING
OFFICER

407.418.6421

susanne.mandel@lowndes-law.com



Susanne Mandel has led the business development and marketing team Lowndes since 2009. With a reputation for creativity and strategic innovation, Susanne has directed the marketing teams at global, regional and small law firms, including 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.

Recognitions

- Awarded LMASE 2011 "Your Honor Award" in Social Media Category (Runner Up)

Professional Certifications & Memberships

- Certified Business Development Coach, Business Development Institute/Ackert Advisory
- Member, Legal Marketing Association (LMA), 1988–Present
 - Member, Legal Marketing Association Southeast Region (LMASE), 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

Education

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

Languages

Hebrew

News

Susanne Mandel Discusses Health and Wellness at Law Firms
02.08.2021 | MEDIA MENTION