

A composite image featuring a star trail photograph of a city at night. The top half shows a dark sky with numerous white, curved light trails from stars. Below the sky, the city lights are visible, creating a glowing horizon line.

Cooley

WHERE INNOVATION
MEETS THE LAW

Director of Marketing and Business Development, Asia



SELDON
ROSSER

About Cooley

Cooley is a global law firm with over 1,300 lawyers across 17 offices in the United States, Asia and Europe.

Cooley's lawyers solve legal issues for entrepreneurs, investors, financial institutions and established companies. Clients partner with Cooley on transformative deals, complex IP and regulatory matters, and high stakes litigation, often where innovation meets the law.

As advisers to disrupters – particularly in the technology, life sciences and high-growth industries – they see firsthand the power of innovation. As a result, they invest significant time and resources in implementing and developing the tools, systems and infrastructure necessary to dramatically transform the client experience.

They think beyond the limits of technology to encompass leading-edge processes and individual talents for a unique blend that benefits their staff, clients and communities.

COOLEY IN ASIA

Cooley has offices in Beijing, Hong Kong, Shanghai and Singapore and is growing steadily across the region. Until now the strategic BD & Marketing has been provided by US/UK from a global team that is structured by practice group and region.

With the recruitment in 2022 of a new Chief Marketing Officer, Nancy Kostakos, the global team has been redesigned which has led to the creation of a new Director of Marketing & Business Development for Asia.

A BEST COMPANY TO WORK FOR

Cooley's unique and empowering culture is often recognized by leading industry organizations and publications, including being named to Fortune's elite 100 Best Companies to Work For list for seven consecutive years.





DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT, ASIA

This position is responsible for strategic oversight of our Asia expansion in a manner consistent with the firm's overall strategy.

In collaboration with the Chief Marketing Officer and firmwide Client Development Director, the Director of Marketing and Business Development for Asia will work closely with Asia-based partners, firmwide department and practice group chairs, firm attorneys and other marketing and business development team members to develop strategic marketing and sales plans for Asia. The primary goal is to drive revenue through new business opportunities and client expansion programs, including pitches and proposals, events and sponsorships, sales pipeline management, key client initiatives, and business development coaching and training. This position is responsible for strategic oversight of our Asia expansion on behalf of local and global clients in a manner consistent with the firm's overall strategy.

Key objectives include growing revenue for the Asia practice and enhancing Cooley's brand among clients and prospects within the region. Major responsibilities include working closely with the firm's Asia partners in establishing and managing Asia marketing plans and budgets while promoting awareness of Cooley, our services and lawyers among target audiences and referral sources.

The Director of Marketing and Business Development for Asia will work across all practices and industries and geographies in Asia. Specific duties include, but are not limited to, the following:

POSITION RESPONSIBILITIES

- Develop and lead implementation of an agreed upon regional marketing and business development strategy for the firm
- Measure the success of regional marketing and business development programs against defined business goals, ROI
- Execute on all marketing and business development activities for Asia
- Collaborate with regional, department and practice group leadership to define targeting strategy, identify priority accounts and then execute relationship development strategies against target companies and investors
- Collaborate with other department directors to improve best practices in firmwide marketing and business development
- Provide marketing analysis, including competitive intelligence and market share analysis
- Increase visibility and market recognition of the firm, practices and lawyers
- Develop and manage Asia-wide marketing and business development budgets
- Help direct the selection of regional sponsorships and partner involvement in professional and civic organizations to achieve increased awareness of Cooley in the professional and local community
- Effectively evaluate alternatives and communicate costs, benefits and risks of these initiatives
- Coordinate development of thought leadership within region, practice groups and trade meetings, and become an expert in current legal issues and developments
- Implement lead generation and networking programs to include events, sponsorship, newsletters, alumni and referral programs
- Personally participate in lead generation activities, including reaching out to existing clients and potential targets and qualifying opportunities prior to lawyer introductions
- Work with the firmwide client development director to support the firm's key client programs and retention activities, including conducting client service interviews, leading account management meetings and helping to facilitate CEO/department chair visits
- Work with the director of communications and team to generate press coverage, uncover speaking opportunities and develop other publicity opportunities and events
- Work with the creative director and marketing content director to create advertising and media programs that support the practices
- Work with the associate director of digital marketing to develop digital programs and tools that support the practice and enhance the Cooley brand in the digital world
- Ensure appropriate follow-up plans are in place for marketing initiatives and ensure activities are tracked in the CRM database
- Provide advice and guidance on specific business opportunities. Become an informal knowledge sharing conduit amongst partners and directors relative to practices, skill set and networking connections
- Provide leadership to the practice with analysis of net revenue growth, return on investment, and marketing performance metrics for identified industries, and lines of business
- Lead, support, guide, and mentor a team of marketing and business development professionals in the development and implementation of plans

SKILLS & EXPERIENCE

Required

- Bachelor's and/or Masters' degree in business, communications, marketing, or related field. MBA preferred.
- 10 plus years of experience and track record of success in professional services marketing and business development, with particular experience and expertise in the Asia Pacific region (including but not limited to Singapore, Hong Kong and Mainland China)
- Previous experience in professional services marketing and business development, and previous experience in the legal industry in Asia
- Strong communicator, with the ability to manage relationships with key stakeholders
- Strong strategic skills – ability to plan, strategize, and identify key issues
- High level of demonstrated marketing expertise
- Creative thinker with ability to ideate and identify new strategies, programs and tactics, and then execute same with excellence and a focus on generating positive ROI
- A track record of personally developing new business and facilitating new business opportunities for professional services firms
- Proven ability to build and lead a team, and willingness to mentor junior staff.

REPORTING TO THIS POSITION

Marketing Manager(s), Business
Development Manager(s) for the Asia region.

SUCCESS FACTORS



- Delivering on strategic priorities
- Ability to work well under pressure
- Exhibit high energy and genuine enthusiasm for law firm marketing activities and goals while maintaining a healthy, competitive spirit
- Interest in results and ability to consistently meet deadlines
- Excellent verbal (both listening and talking) and written communication skills
- Professional demeanor
- Ability to handle a complex and fast-paced environment
- Possess excellent time management skills and the ability to prioritise and handle multiple tasks quickly and efficiently
- Ability to use initiative, diplomacy and tact
- Ability to function well as a team member
- Ability to support partners at various stages of their own practice development with new opportunities and coaching

Diversity and inclusion statement In order to provide equal employment and advancement opportunities to all individuals, employment decisions at the Firm will be based on merit, qualifications and abilities. The Firm does not discriminate in employment opportunities or practices on the basis of race, color, religion, national origin, ancestry, gender, sex, gender identity, gender expression, age, medical condition, sexual orientation, sexual preference, marital status, citizenship, pregnancy, childbirth or related medical condition, physical or mental disability, genetic characteristics, veteran status or any other status or characteristic protected by federal, state or local laws. This policy governs all aspects of employment, including but not limited to, recruitment, selection, job assignment, compensation, discipline, promotion, termination, and access to benefits and training.

**Why has the role been created?**

Our presence in Asia has been growing and we have an enthusiastic group of partners and associates who have been building business with local support but without a fully coordinated regional strategy. With increased investment in BD and Marketing we can elevate service levels, provide more proactive strategy, develop new and existing client relationships and increase collaboration with our other offices, particularly around practice groups and key sectors.

What are the key objectives for the role?

One of the key objectives of the role is to have a strategic input into how we grow revenue in Asia. Our new Head of Marketing & BD will work across all practices and industries to create proactive BD and client plans. They will work with our newly appointed Global Client Development Director (based in US) to personally participate in lead generation activities, directly targeting prospect clients as well as supporting our key client development and relationship management programme in the region.

Cooley has a distinctive brand and clear strategic objectives. There is also great potential to emphasise this in Asia working with partners on marketing campaigns, publicity and client focused thought leadership. This person will have access to, and support from our global creative, digital, content and communications teams and can also play a proactive part in creating sponsorship and media programs for Asia.

Describe the culture of the Marketing & BD team

We are a firm-first, team-first group of collaborative colleagues who value creative ideas and diversity. I want the team to be solutions focused and proactive in how we provide a first-class service to our lawyers around the World. Cooley is a leading innovator in the legal sector, and the marketing and business development team should be equally innovative and service-focused as we support the firm and our clients.

HOW TO APPLY

Cooley has recognised the strategic importance of this role and has invested in a talent search campaign with Seldon Rosser.

To express your interest in this opportunity please contact

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