



SENIOR ADMIN. STAFF PROFILE

SUSAN C. LONGO

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Chief Business Development Officer

Ms. Longo has been in professional services marketing and business development for almost 20 years, having worked in law firms and a Big 4 accounting firm. Most recently, she was a Director at Hildebrandt International, one of the preeminent legal consulting firms, assisting law firms with their marketing, business development and practice management efforts. Susan plays a key strategic role in the Firm and the various initiatives undertaken related to planning, communications, market positioning, and business development.

Professional Activities

Advisory Board and Faculty member-2007 and 2008 Marketing Partner Forum

Co-Chair and Faculty member, 2007 Forum on Practice Group Management

Panelist at 2006 Chief Marketing Officer Summit

Member, Legal Marketing Association

Industry Recognition

First place Your Honor Award in the Market Research category by the Legal Marketing Association(LMA)

First place Phoenix Award by the Georgia Chapter of the Public Relations Society of America (PRSA)

Third place award by the International Association of Business Communicators (IABC)

Gold Award by the Services Industry Advertising Awards

Education

B.A., Political Science, University of Florida, 1983

M.B.A., Georgia State University, 1990