

# ROSS FISHMAN, J.D.



Called “one of the country’s leading experts on law firm marketing” by *Lawyers Weekly USA*, Ross is known as one of the legal profession’s most innovative marketers and strategists. As CEO of Fishman Marketing, Inc.,

he helps law firms dominate their chosen markets and generate significant revenue.

Often hired to overhaul a firm’s message, brand, or website, he is best known for strategic marketing plans, differentiation and positioning; and the development of the profession’s most cutting-edge marketing materials. *Even in today’s recessionary economy, Fishman Marketing’s clients continue to grow, in size and profits.*

“Ross was going to win in so many categories that LMA created the ‘Best in Show’ so he’d win one grand prize instead of nearly all the trophies”

**LMA’s “In The Loop,” Fall 2009**

Ross was a commercial litigator from 1985-90 before moving to Winston & Strawn to practice marketing full-time, later becoming Marketing Partner of Ungarretti & Harris. Called “the creative mind behind a host of law firm campaigns that have redefined the field” (*San Jose Business Journal*), Fishman Marketing has launched effective campaigns for nearly 100 firms from Istanbul to Iceland.

FM campaigns have received dozens of international marketing awards, including the LMA’s grand prize, the Best of Show award, five of the ten times ever presented. FM campaigns also received one of Inc. magazine’s ten Marketing Masters awards for “brilliant and successful” marketing campaigns. Recipient of a peer-selected LMA

1998 Lifetime Achievement Award, Ross was the first legal marketer inducted into the LMA’s Hall of Fame.

Known for his “educational and entertaining” presentation style, he has conducted more than 250 firm retreats and training programs on five continents, from Tobago to Thailand — including once presenting on three continents within 24 hours. A Fellow of the College of Law Practice Management, Ross has written over 250 bylined articles, including five monthly columns, and has sat on the editorial board of five national magazines.

“Ross has a stronger sense of what will create ‘buzz’ than anyone else in the market.”

**Rick Klau, Google, Inc.**

An active LMA member since 1990, Ross has been the Vice President, a member of both the Strategic Planning and Best Practice Task Forces, and chairman and moderator of seven consecutive QuickStart conferences, later creating and hosting “Just JDs,” LMA’s first full-day program exclusively for lawyers. He has been hired as the marketing expert witness in two precedent-setting branding- and social media-related lawsuits.

## **The New York Times**

“Ross is a litigator-turned-marketer whose company offers branding services and ideas to law firms.”

A 1986 member of the federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, *cum laude*, from the University of Illinois, and his J.D. from Emory Law School.