



Speaker Profile

Kevin W. Brown, M.B.A.

President, The Specialists in Law Firm Marketing™

Speech Topics:

CLE Presentations on Ethics

Marketing Strategy

Internet/Digital Marketing

Business Development

Branding

Advertising, Publicity and Public Relations



Speaker Profile

KEVIN W. BROWN, MBA

Kevin W. Brown, M.B.A. is President of [The Specialists in Law Firm Marketing™](#), the premier marketing firm in California that specializes in serving law firms. He is a recognized legal marketing expert, author and speaker. Kevin has worked with hundreds of firms, from the nation's largest firms to regional firms to small local practices, in designing and implementing effective marketing programs.

The Specialists in Law Firm Marketing™'s services include Marketing Planning & Analysis, Business Development, Branding & Positioning, Digital Marketing, Advertising & Marketing Materials, and Public Relations & Publicity.



Kevin is known as a pioneer and leading-edge expert in the field of law firm marketing. From the beginning of his firm, Kevin developed many new, innovative concepts and techniques that are proprietary to his firm, including the first firm in the nation to offer a "Part-Time Director of Marketing™" service, aimed at offering high-level expertise at an affordable rate to firms of all sizes. Founded in 1991, his firm was the only full-services marketing firm in Orange County specializing in law firms. The concept was so unusual nationwide, in fact, that he trademarked the term "*The Specialists in Law Firm Marketing™*."

Experience

- President, The Specialists in Law Firm Marketing™, full service marketing for attorneys- 1991 to present
- Director of Marketing for Deloitte, Orange County's largest professional services firm with over 400 employees – 1988-1991
- Strategic Consultant, Geneva Companies, Investment banking and business valuations - 1988
- Corporate Banking Officer, Bank of America - Commercial banking and financial analyst serving clients with loans from \$1-200 million – 1984-1988

Education

- M.B.A., concentration in Marketing - California State University, Fullerton, 1984
- B.S., Economics and Management - University of California, Riverside, 1982



Speaking Engagements, Articles & Professional Involvement

- Author of over 100 articles published nationwide and locally
- Speaker to law firms and organizations, including Bar Associations, Association of Legal Administrators chapters, and legal marketing groups. He has been invited to speak at national conferences in locations such as Washington, D.C., Atlanta, Denver, Phoenix, San Francisco, Los Angeles and other locations.
- Former two-time president and 12-year board member of the Legal Marketing Association, Southern California chapter.

Community Service

- Eagle Scout and Boy Scout leadership for 19 years
- Coach for over 80 youth sports teams, including Little League baseball, Pony Baseball, Boys & Girls Club, NJB basketball, Upward basketball, Pacific Coast Hoops basketball, HB City Football, FNL Youth Football, and AYSO soccer.
- YMCA Indian Guides leadership for 12 years
- Church volunteer for over 25 years, including adults, college career, junior/senior high, and children's ministries.

Personal Interests

Kevin's free time is filled with diverse activities, from myriad physical activities (bicycling, kayaking, and numerous sports) to outdoor adventures (e.g., camping, hiking, snorkeling, backpacking) to enjoying cultural pursuits (travel, museums, visual and performing arts, etc.).



Speech Topics

CLE PRESENTATIONS - ETHICS*:

- Ethical Attorney Advertising and Marketing
 - Legal Advertising in Cyberspace: Ethical Implications
 - State Bar Rules of Professional Conduct: Impact On Your Marketing
- * Designed for CLE credit in Ethics (most courses should be co-presented with an attorney)*

MARKETING STRATEGY:

- Maximizing Your Marketing Budget: Successful Strategies for Firms of All Sizes
- Effective Techniques to Generate New Business
- How to Generate New Business Through Targeted Marketing
- Strategic Marketing Planning for Lawyers
- Coming to Terms With Marketing - An Overview of Marketing Options for Attorneys
- Marketing for Lawyers - What to Do and What Not to Do
- How to Start A Marketing Department -- Or Improve What You Have Already
- When You Don't Have a Marketing Department: Key Steps to Outsourcing Your Marketing

INTERNET/DIGITAL MARKETING:

- How to Maximize Your Internet Marketing
- Digital Marketing: Current Techniques and Practical Solutions
- The Diverse Range of Internet Marketing for Small Practices
- Why Some Digital Marketing Campaigns "Work" – and Others Don't

BUSINESS DEVELOPMENT:

- Developing Rainmaking Skills
- How to Network Effectively

BRANDING:

- "Your Name in Lights" -- Branding and Positioning for Lawyers
- How to Implement Successful Image Building Programs
- "Personal Branding" for Lawyers

ADVERTISING, PUBLICITY AND PUBLIC RELATIONS:

- Publicity Campaigns: How to Get Your Name Out
- How To Work Effectively With The Media
- Advertising Strategies for Small to Mid-Size Firms