



BARBARA S. KAPLAN

Barbara Kaplan is an accomplished professional services marketer and strategic thinker. She has broad-based experience in the legal, health care and financial services industries. Barbara has led and implemented a variety of marketing and business development activities, including planning, communications, client feedback, branding, and training and coaching.

In 2005, Barbara founded her consulting practice, BSK Strategies. She works with individual lawyers, small and mid-size firms, and practice groups within larger firms. Examples of her work include:

- Leading business development skill-building programs
- Developing strategic marketing plans
- Practice group marketing, including responding to RFPs, writing biographies and practice group descriptions, targeting new clients and competitive intelligence
- Integrating marketing activity into a firm's culture and business environment
- Converting events into productive business development opportunities
- Teaming with another consultant to teach "Getting Started," a marketing and business development program for new lawyers.

Barbara was responsible for client development as the litigation marketing manager of a global law firm and served as director of marketing at a regional law firm, where she built and headed the firm's full-service marketing department. She concentrated her efforts on client development, client relationship management, and business development training and coaching.

She has implemented measures to test the effectiveness and return on investment of various marketing and business development activities. She is knowledgeable in competitive intelligence techniques and data retrieval, and has improved and streamlined processes for responding to requests for proposals.

Barbara served on the Steering Committee of the Delaware Valley Law Firm Marketing Group. She is a member of the Legal Marketing Association and the International Association of Business Communicators, speaks and writes on law firm marketing, and has published several articles in the *Legal Intelligencer*.

She received her M.B.A. in marketing from Northwestern University's J. L. Kellogg Graduate School of Management and her B.A. from Boston University.

Barbara is fluent in French and is an accomplished pianist.

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