

# MBPrattConsulting

## MARY BETH PRATT

Mary Beth Pratt spent 20 years as a marketing director with four large, multi-practice, multi-office law firms. In 2006, she founded MBPrattConsulting to assist professional services firms that want to improve marketing and business development effectiveness.

Mary Beth's work includes:

- Assisting a full-service valuation advisory firm with marketing planning and conducting a successful search for its first marketing manager
- Teaming with another consultant to assist a suburban Philadelphia law firm in developing a strategic plan and co-facilitating its retreat
- Working with a solo practitioner in Central Pennsylvania on a marketing plan supported by monthly coaching sessions
- Teaming with another consultant to lead an intensive, 12-month business development skill-building and coaching program for a group of high-potential lawyers at a large firm
- Teaming with another consultant to teach "Getting Started" marketing and business development programs for new lawyers
- Teaching "Law Practice Management" at a mid-size Philadelphia law firm.

Mary Beth is an adjunct faculty member at Temple University's Beasley School of Law and teaches "Legal, Professional and Business Aspects of Law Practice," a course on law practice management that she helped develop for the law school. She works on lawyer career transition issues and is a co-founder of the Lawyer Transition Group. She was a co-founder of the Managing Partner Development Institute®, LLC, and its *What You Didn't Learn in Law School*® programs.

Mary Beth was among the first in-house law firm marketing professionals in the United States. She worked with firm and practice group leaders, as well as individual lawyers, to target marketing and business development more effectively, and manage practice development systems and processes to improve growth and profitability. Before working in legal services, Mary Beth was a member of the development staff at a large public broadcasting station and held executive positions in the child care and youth services fields. She speaks and writes about marketing, business development, client analysis and quality service.

Mary Beth is a Fellow of the College of Law Practice Management and a member and the secretary of its Board of Trustees. She is a member of the Steering Committee and a past president of the Delaware Valley Law Firm Marketing Group; member of the American Bar Association's Law Practice Management Section (LPMS); and member and former vice president of the Legal Marketing Association, where she also served as its liaison to LPMS. In 2008, she was an ex officio member of the Philadelphia Bar Association's Board of Governors.

Mary Beth received her B.S. from Rochester Institute of Technology. She serves on the Advisory Board of the Professional Women's Roundtable in Philadelphia. She is a former member of the Board of Trustees of Bryn Mawr Presbyterian Church and chaired its Foundation Development Committee.