

Bob Robertson



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In a career that has spanned two decades, Bob Robertson has helped a diverse group of law firms organize, focus and optimize their business development and marketing efforts. In roles that include serving as Chief Marketing Officer at Greenberg Traurig, Director of Strategic Business Development at Cadwalader and Head of US Marketing & Business Development at Freshfields, Bob successfully led initiatives aimed at generating new revenue; spearheaded programs focused on strengthening and expanding existing client relationships; advanced innovative approaches to winning high stakes proposals and bids; and developed supporting marketing and communications programs. At both Greenberg Traurig and Cadwalader, he restructured the existing business development and marketing function to enhance its impact, integration and effectiveness: developing and recruiting high performance teams and laying a foundation of supporting systems, training and technology.

Bob espouses a clear, client centric approach, and specializes in client focus/key account programs of various types; each tailored to the culture of the firms he works with. He was an early adopter of strategies that position service delivery as a competitive edge, and has successfully integrated matter management, alternative staffing, pricing and resource sharing into the business development "tool-kit." A graduate of The University of Chicago, Bob is a Past-President of the Metropolitan New York Chapter of the Legal Marketing Association (LMA) and resides in Forest Hills, New York.

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