

# Eleanore Ward



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**Independent Consultant** (January 2016-Present)  
**PP&C Consulting** (Greater New York City Area)

Eleanore's 24-year career has centered around the legal industry and has mostly been inside law firms, apart from a five year stint as an Editor at legal publisher Lexis-Nexis Matthew Bender. For 11 years, she was Director of Business Development at Cleary Gottlieb where she led the full range of marketing and business development initiatives, including working closely with practice leaders on several cross-marketing initiatives aimed at expanding client relationships, improving the quality of pitch books and other marketing materials, and spearheading several profile raising initiatives. She has substantial experience in developing systems for the efficient capture of practice and client information, new website launches, branding and development of templates, and developing content for award submissions and legal directory submissions.

In addition, Eleanore has experience building an effective marketing and business development group, including analyzing staffing needs, streamlining or reassigning roles of existing staff, and identifying people with the professional background and skill set needed to help support and take forward a firm's strategic objectives.