

# Michelle Murray



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Michelle Murray spent 14 years in institutional fixed income sales on a trading desk at global investment banks before changing paths to become a leader of law firm marketing, business development and communications. Michelle collaborates with a law firm's executive leadership, management and practice groups to develop and execute strategic business and client-focused initiatives that advance the firm's objectives.

Michelle counsels law firms to develop actionable business plans based on clearly articulated metrics and revenue targets, implement new sales and relationship management tactics, and create holistic profile-raising strategies, all through the lens of what clients want and need.

Prior to joining PP&C Consulting, Michelle led the marketing, communications and business development departments and initiatives at Boies Schiller Flexner, Cahill Gordon & Reindel, and Connell Foley. In these roles, Michelle directed all aspects of law firm's branding and marketing strategy, alumni relations, communications and public relations, digital marketing and social media. She tracks market and emerging trends and advises firms on how to implement strategic individual and practice-based business development plans, coaching lawyers on how to differentiate themselves with their clients, which tools to use and how best to use them.

A frequent speaker at national events and a regular contributor to legal publications, Michelle is a recognized source for legal marketing and business development trends. Michelle serves as President-Elect of the Legal Marketing Association's (LMA) Northeast Region. She previously served as Chair of LMA New York's Local Steering Committee and Programming Committee. She is a certified White Belt in Legal Lean Sigma and Project Management.

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