

Sharon Morris



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Sharon has spent her career leading strategic initiatives and managing projects that generate growth, visibility and profitability for professional and financial service organizations. She has more than 25 years of experience in the formulation and implementation of targeted and integrated marketing plans that are focused on all aspects of client development, communication, service and management. Sharon specializes in helping firms utilize business intelligence to drive strategic decision-making and innovation.

Having served in senior level marketing and business development roles for both a Big 4 accounting and consulting firm and a prominent law firm, as well as two large insurance companies, Sharon is recognized for her ability to collaborate effectively with stakeholders at all organizational levels and lead high performance teams to achieve measurable results. Her experience includes several years as an adjunct consultant with Hildebrandt International, and as an independent consultant in her own practice, during which time she has partnered with numerous firms to achieve their business development goals.

She has held leadership positions in the Legal Marketing Association (LMA) at the national level, including serving as: Executive Editor of Strategies: The Journal of Legal Marketing and a member of the publication's editorial board; a member of the Publications Committee; and a member of the "Your Honor" Awards committee, which recognizes creativity, execution, achievement and overall excellence in legal marketing, business development and communications.

Sharon is a graduate of Lehigh University and lives in Mendham, New Jersey with her husband and three sons.