

Yolanda Cartusciello



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For more than 20 years, Yolanda Cartusciello has served in senior administrative leadership roles in major law firms, including Debevoise & Plimpton and Cleary Gottlieb. At both firms, she led the marketing teams, designed their business development and media strategies and took charge of their implementation. She was the chief architect of profile enhancement strategies, perception studies, branding exercises, comprehensive client interview programs, and practice and lateral partner rollouts. She co-developed marketing technology solutions and created media relations and digital strategies. She has also developed business development and communications training and coaching programs for lawyers at all levels.

In addition, Yolanda has long experience handling organizational and personnel issues. She has advised on the development of the legal assistant, knowledge and practice management, and legal marketing staff roles at various firms. She hired, trained, and supervised more than 150 administrative employees for work in high-achieving cultures. Yolanda has a B.A. from the University of Iowa and an M.F.A. from Brooklyn College. She lives with her husband and daughter in Brooklyn.

Yolanda can be contacted by email or phone.

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