

# Laura M. Fulton*

## Chief Business Development and Marketing Officer

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**At the core of Katten's business are our clients. As head of the firm's business development and marketing efforts, Laura is committed to showcasing the best of the services and solutions Katten delivers to its clients. Working closely with our Chair, CEO, COO, practice group leaders and individual attorneys, she helps drive awareness of Katten's capabilities and ensures our clients benefit from the full spectrum of those capabilities.**

### Building Katten's brand and strengthening relationships

Prior to her appointment as Chief Business Development and Marketing Officer, Laura led the business development and client service efforts at Katten by directing all firmwide client programs, including our client teams, client feedback initiatives, business development skills training, lateral integration and attorney coaching programs. Before joining Katten, she held senior business development roles at two large Am Law 50 law firms.

Laura practiced as a litigation associate and later coached and led a national professional sales team for a legal consultancy firm before transitioning into the legal marketing and business development industry.

* Not a practicing attorney

### Education

- JD, University of Maryland Francis King Carey School of Law
- BA, University of Maryland, College Park