

Partner Tasneem Goodman Quoted in Chicago Daily Law Bulletin on Lawyers in Marketing

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Tasneem Goodman, the firm's Director of Marketing, was quoted in an article in the *Chicago Daily Law Bulletin* on lawyers who chose a career path in marketing. Ms. Goodman, who previously practiced bankruptcy and transactional law, says she gained her first experiences in marketing and business development as a practicing attorney at two large firms in Chicago. When Katten sought a former practicing attorney to fill the role of marketing director, she applied and was hired. "I had a genuine passion and interest in the area coupled with a willingness and desire to learn something new, tackle it and succeed," she says. "It helps to love what you do, and I really do." Nathan Darling, president of the Legal Marketing Association, said lawyers bring one key skill to marketing jobs. "In our industry, lawyers are the product." Marketers who are lawyers know the product, he said.

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