



Catherine A. Stoddard

Chief Marketing and Business Development Officer

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About

As chief marketing and business development officer (CMBDO) of Kelley Drye, Kate Stoddard is responsible for the firm's business development strategy and the creation of branding, marketing, public relations and communications programs. Kate works with the firm's Executive Committee, managing partners, practice group leaders and other firm leadership to design and launch meaningful business development initiatives. As a member of the firm's senior administrative leadership team, Kate acts both as an adviser to attorneys pursuing specific business development opportunities and on general management decisions.

With a data-driven approach, Kate relies on business analytics to understand the firm's revenue sources as a foundation for driving practice development strategy. She is actively involved in identifying new areas, including emerging business trends and budding industries, in which to serve clients.

Kate is a member of the firm's Client Service and Innovation Committee and is part of its steering committee, helping set priorities and strategic direction.

Appreciated for her poise and perspective, Kate brings the voice of the client to marketing and business development efforts. Within this framework, she helps attorneys focus their attention on adding value to client relationships and using their individual strengths to become more effective service providers. She facilitates collaboration among Kelley Drye attorneys and professionals, connecting teams to deliver legal solutions tailored to client objectives.

Kate directs the firm-wide marketing team, promoting a collaborative work environment and the sharing of resources and knowledge across offices and practice areas. Over the course of her decade-plus career at Kelley Drye, she has expanded the marketing and business development department, formalized the firm's marketing infrastructure by employing CRM technology, and led a rebranding initiative that captures the spirit and culture of Kelley Drye through a new visual identity, enhanced website experience and fresh collateral materials. Whether through client service initiatives behind the scenes or through outward-facing communications campaigns, Kate trumpets Kelley Drye's reputation as a powerhouse firm with the heart of a boutique.

Affiliations

Legal Marketing Association

New York Junior League

Education

University of Maryland–Robert H. Smith School of Business, M.B.A., 2013

- Marketing, Management

Georgetown University, B.A., 2004

- magna cum laude
- Psychology, Phi Beta Kappa