

Hogan Lovells adds David McClune as Chief Marketing Officer

Law firm Hogan Lovells has appointed David McClune as its chief marketing officer.

New York-based McClune joined the firm on May 29. He most recently was CMO for Shearman & Sterling. McClune succeeds London-based global CMO Serena Simmons who is retiring in mid-June.

Said Hogan Lovells CEO Stephen J. Immelt: "We are delighted to add a professional of David's caliber and reputation to work with our partners, lawyers, and marketing and business development (M&BD) team. Serena has been a strong presence at the firm for more than a decade. The success we have enjoyed across all the different parts of our M&BD activities, including our brand, our client development, our industry and sector marketing, and many others are a testament to her leadership and skill."

"Hogan Lovells is widely recognized in the market as a successful and dynamic firm with unique trans-Atlantic strengths," McClune said. "With it reaching the impressive US\$2 billion revenue milestone last year, it is clear that this is a firm with strong strategic goals and a focus on delivering practical and creative solutions for clients around the world."

He continues: "The Hogan Lovells marketing and business development team has a strong market reputation and operates on a genuinely global basis."

In a release, the firm said McClune's responsibilities at Shearman included global business development, marketing,

client relationship strategies, corporate and media affairs, strategic pricing, and marketing communications across 27 countries. He also played a leading role in strategy development, looking at emerging or new markets; identifying strategic 'practice gaps'; improving profitability of clients, practices and offices; lateral partner recruitment and integration; and the opening of new offices.

Before joining Shearman & Sterling in 2014, McClune spent 15 years at Allens Linklaters in Australia where he was Marketing Director. Earlier in his career, McClune was Global Executive Manager for public affairs at Australian Tourist Commission, where he worked on the country's Olympic bid. He was also Chief of Staff and Senior Adviser on Policy and Media to the Health Minister for the Queensland Government.