

Legal CMOs: You've Come a Long Way, Baby

A survey by J Johnson Executive Search Inc. takes a look at some of the highlights of a critical, and still evolving role: the Chief Marketing Officer (CMO) in the legal industry.

The **report on the survey** is available online. Jennifer Johnson Scalz is the author.

"We've come a long way from a decade ago when the C-Suite first beckoned," the report says. "Clearly there's been a lot of hard work done by long-tenured CMOs who are battle-tested in the industry and from newer CMOs who are shaking things up a bit. With legal experience or not, the legal role is an attractive career option for results-oriented professionals who still want room to shape and evolve the role."

Read the report.