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Theresa A. Jaffe is a consultant and advisor with over 40 years of marketing and business development experience in the accounting, consulting, healthcare, law, nonprofit, professional services and technology industries. Ms. Jaffe works with individuals and organizations. Her clients are located across the country and range from solo practitioners to global law firms, entrepreneurial companies, nonprofit, service and professional groups and associations and professional services firms.

Ms. Jaffe helps clients increase their revenues through individual and group business development planning and coaching and enhance their visibility through creative public relations and positioning. She counsels clients on ways to improve and leverage their marketing and business development processes, programs, activities and budget. She regularly conducts workshops and training programs focused on improving the overall client service experience.

Ms. Jaffe is a thought leader in marketing professional services and throughout her career has established and led business development initiatives that facilitated significant growth and profitability. Prior to forming her own consulting practice, Ms. Jaffe served as the Chief Marketing Officer for Jenner & Block LLP. She was the first CMO in the Chicago legal community and one of the first nationally to serve in this role. Ms. Jaffe established the first Marketing Department in Jenner & Block's 90-year history and successfully integrated marketing and business development systems, programs and behaviors into the firm's culture and operations.

Ms. Jaffe has a proven track record of consistently achieving results. Throughout her career she has successfully led, trained and motivated teams and demonstrated innovation combining excellent strategic thinking with exceptional tactical success. Throughout her career Ms. Jaffe has developed strong and flexible marketing functions capable of supporting a significant number of simultaneous marketing initiatives. Ms. Jaffe has served as the National Director of Marketing for the law firm of Katten Muchin Rosenman; Regional Marketing Director of KPMG; Director of Marketing for the Chicago Office of Arthur Andersen; Vice President, Sales and Marketing at Infotech; Vice President, Marketing for the United Way of Metropolitan Chicago and Executive Director for the Easter Seal Society of Metropolitan Chicago.

Ms. Jaffe has coached practitioners on every aspect of business development from prospect identification to closing. She has guided the direction of responses to RFPs from large multinational companies, resulting in a significant increase in billable work. Ms. Jaffe has developed highly successful media relations programs. She has created innovative strategic marketing alliances with legal, financial and business publishers and organizations including Inside Counsel, Corporate Secretary, Minority Corporate Counsel Association, Vault, Martindale

Hubbell and Crain's Chicago Business. She has counseled partners on establishing multidisciplinary client service teams, created client satisfaction programs and instituted value-added client service programs.

Ms. Jaffe's honors and awards include the 2017 Impact Award from the Center for Disability and Elder Law (CDEL) for her leadership and service to CDEL and to the legal aid community; the Distinguished Service Award from the Chicago Bar Foundation for her work in helping advance the mission and programs of the Chicago-area legal aid service providers; a Public Interest Law Initiative Fellowship named in her honor and the Black Women Lawyers Association Helping Hand Award. In recognition of her significant career accomplishments and community service leadership, Kean University awarded Ms. Jaffe the Distinguished Alumni Award in 2012. The National Law Journal named Theresa Jaffe Consulting a first place winner in its "2012 Best of Chicago Survey." Ms. Jaffe received the PR News Legal PR Award for Jenner & Block's 2007 Highlights (Annual Report); the 2006 Best Law Firm Newsletter Award from the Burton Foundation and the Association of Legal Administrators for The Heart of the Matter (Jenner & Block's Pro Bono and Community Service Newsletter). Additional honors include the Arthur Andersen Sequoia Award, the United Way of America's Second Century Award and the Publicity Club of Chicago's Golden Trumpet Award.

Ms. Jaffe is a frequent speaker on professional services marketing. She has spoken at the American Bar Association; West Legal Works; Chicago and Milwaukee Bar Associations; Chicago Bar Association Alliance for Women; Minority Corporate Counsel Association; Women in Law Empowerment Forum; Chicago and National Legal Marketing Associations; Marketing Partner Forum; Professional Development Institute Business Development Forum; and the American Marketing Association. Ms. Jaffe has written articles for and has been interviewed by Strategies magazine, Diversity and the Bar, Marketing the Law Firm, and Chicago Lawyer. She has an extensive background in public speaking, having made hundreds of presentations at professional meetings as well as appearances on television and radio.

In addition to her career accomplishments, Ms. Jaffe has an excellent track record of community service. She has held top leadership positions in and has served on a number of boards of nonprofit organizations, including: the Boys and Girls Clubs of Chicago, UNICEF, the United Way of Chicago, and the Kean University Foundation. Ms. Jaffe is Vice President of the Board of Directors of the Center on Disability & Elder Law (CDEL). From 2012-2016, she served as Chair of the Winter Awards Benefit, establishing the organization's now signature "Light Up the Loop" annual event, which has raised record-breaking funds for CDEL. In 2006 the Chicago Bar Association Board of Managers appointed her as the Chicago Bar Foundation's first Marketing Chair. She served on the Board of Directors of the Chicago Bar Foundation for four years and during that time she created and managed the inaugural Investing in Justice Campaign. Since 2007 the Campaign has raised over \$16 million to support the work and supplement the salaries of Chicago's legal aid attorneys. Ms. Jaffe continues to serve as a Vice Chair of the Campaign. Ms. Jaffe is a member of the Chicago Bar Association Public Affairs Committee and past Chicago Co-Chair of the Women in Law Empowerment Forum (WILEF). She is a founding member of the Knox Parents Council and served on the Knox College Women in Philanthropy Committee. She served as an Executive Committee member and Vice President of Membership for Congregation B'nai Torah.

Ms. Jaffe received her B.A. from Kean University; her M.S. from Hunter College and Ed.S. from the University of Iowa. Ms. Jaffe is married to Capt. Kent E. Jaffe (Ret. USPHS) and they reside in Highland Park, Illinois. They are the proud parents of a grown daughter, Erica, who is a practicing attorney in Philadelphia.