

Theresa A. Jaffe



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Theresa A. Jaffe is a consultant and advisor to professional services firms, businesses, associations and nonprofit organizations. Ms. Jaffe's 35-year career includes experience in the accounting, consulting, healthcare, law, nonprofit, professional services and technology industries. This unique combination of experience supports her work in helping clients achieve their objectives with clients, customers, members and/or donors.

Ms. Jaffe works with individuals and organizations helping them increase their revenues, improve their visibility and enhance their relationships. She helps clients improve and strengthen their marketing and business development processes, programs and activities. She provides a variety of workshops and training programs focused on improving the overall client experience.

Prior to forming her own consulting practice, Ms. Jaffe served as the Chief Marketing Officer for Jenner & Block LLP (2000 - 2008), where she created, developed and led the Marketing Department and worked with the firm's partners and practice leaders on a wide variety of business development initiatives that facilitated growth and profitability. In establishing the first Marketing Department in the firm's 90-year history, Ms. Jaffe successfully integrated marketing and business development systems, programs and behaviors into Jenner & Block's culture and operations.

Ms. Jaffe guided the direction of the Firm in responding to RFPs from large multinational companies, resulting in a significant increase in billable legal work. She coached practitioners on every aspect of business development from prospect identification to closing. She developed strategic marketing alliances with legal and business publishers and organizations including Inside Counsel, Corporate Secretary, Minority Corporate Counsel Association, BTI Consulting Group, Vault, Martindale Hubbell and Crain's Chicago Business. She counseled lead partners on establishing multidisciplinary client service teams and created value-added client service programs. In addition, she instituted a firmwide media relations program. Through all of the above, Ms. Jaffe developed a strong and flexible marketing function capable of supporting a significant number of simultaneous marketing initiatives.

Ms. Jaffe has a proven track record of consistently achieving results. Throughout her career she has successfully led and motivated teams and demonstrated innovation and thought leadership combining excellent strategic thinking with exceptional tactical success.

Ms. Jaffe has served as the National Director of Marketing for the law firm of Katten Muchin (Zavis) Rosenman; Regional Marketing Director of KPMG; Director of Marketing for the Chicago Office of Arthur Andersen; Vice President, Sales and

Marketing at Infotech. Prior to her corporate career, Ms. Jaffe served as Vice President, Marketing for the United Way of Chicago and Executive Director for the Easter Seal Society of Metropolitan Chicago. She produced and directed record-breaking Easter Seal Telethons for six consecutive years and won national awards for the marketing and communications programs she created at United Way.

Ms. Jaffe's honors and awards include the PR News Legal PR Award for Jenner & Block's 2007 *Highlights* (Annual Report) and *The Heart of the Matter* (Pro Bono and Community Service Report); 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. She also received the 2006 Best Law Firm Newsletter Award from the Burton Foundation and the Association of Legal Administrators on behalf of Jenner & Block for *The Heart of the Matter* (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 National and Chicago Legal Marketing Associations; the Marketing Partner Forum; the Chicago Bar Association Alliance for Women; the Minority Corporate Counsel Association; the Professional Development Institute Business Development Forum; and the American Marketing Association. Ms. Jaffe has written articles for and has been interviewed by the Legal Marketing Association's *Strategies* magazine, *Diversity and the Bar*, the Law Journal Newsletter *Marketing The Law Firm*, and *Chicago Lawyer*. She has an extensive background in public speaking, having made numerous 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 is currently the Chair of the Chicago Bar Foundation Marketing Committee and was the first appointee to this position by the Chicago Bar Association Board of Managers. She created and managed the *Investing in Justice* Campaign for the Chicago Bar Foundation and continues to serve as a Vice-Chair of the Campaign. Since 2007 the Campaign has raised over \$4 million to support the work and supplement the salaries of Chicago's legal aid attorneys. She is also a member of the Chicago Bar Association Pro Bono Week and Public Affairs Committees. Mrs. Jaffe is a founder member of the Knox Parents Council and serves on the Knox College Women in Philanthropy Committee. She is a member of the Board of Directors of Congregation B'nai Torah in Highland Park, Illinois. She has held top leadership positions in and has served on a number of boards of non-profit organizations, including: The Boys and Girls Clubs of Chicago, Legal Clinic for the Disabled, UNICEF, the United Way/Crusade of Mercy, and the Kean University Foundation.

Ms. Jaffe received her B.A. from Kean College; her M.S. from Hunter College and Ed.S. from the University of Iowa.

