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Day Pitney Welcomes Legal Marketing Innovator Amanda Loesch as CMO

Day Pitney LLP announced that Amanda Loesch has joined the firm as its new chief marketing officer. Resident in the firm's New Jersey office, Loesch will spend time across Day Pitney's 13 offices as she leads its marketing group and plays a significant role in implementing its business development strategy.

"We are impressed with Amanda's innovative thinking, record of accomplishments, and leadership roles in the marketing industry," said Thomas Goldberg, Day Pitney's Managing Partner. "Her insights will be instrumental in moving Day Pitney toward our strategic business goals in a changing legal profession."

Before joining Day Pitney, Loesch served as the CMO at Porzio, Bromberg & Newman, P.C., where she spearheaded business development, marketing, and communications at the eight-office, 90-lawyer law firm, and also the firm's three successful subsidiary companies. The innovative business model at the firm, which under Loesch was designated a *National Law Journal* Trailblazer, culminated in the sale of one of the technology-focused subsidiaries to a private equity firm, the first such sale of a U.S. law firm subsidiary. Before her time at Porzio, Loesch held leadership positions at two Am Law 100 law firms. She began her career in marketing at JPMorgan Chase where she completed the bank's Executive Leadership Development Program.

"Day Pitney is a storied firm with tremendous assets in its strong client relationships, elite talent, and reputation for excellence," said Loesch. "I'm excited to work with the leadership team to chart our strategic pathway forward."

A frequent speaker at industry events, Loesch is an active leader in the Legal Marketing Association (LMA) and has previously served on its International Board of Directors as a member-at-large. She has also held board positions for LMA at the regional level and currently serves as the national co-chair of the CMO Special Interest Group.

Loesch earned her MBA in finance and marketing from the Fordham Gabelli School of Business and received an undergraduate degree from New York University.

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