THERESA JAFFE

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CAREER SUMMARY:

A service-oriented executive with a proven track record of achieving revenue growth, developing people and building organizations. Held senior leadership positions in accounting, consulting, healthcare, legal, nonprofit, professional services and technology industries. A marketing and business development thought leader who generates growth, visibility and profitability for organizations. A 40-year record of civic leadership directing, managing and supporting a variety of highly successful nonprofit organization fundraising efforts. Currently serving as President of the Governing Board of the Center for Disability & Elder Law. Created and managed the inaugural Chicago Bar Foundation "Investing in Justice Campaign." Since its inception, the Campaign has raised over $19 million to support legal aid agencies in Chicago.

EMPLOYMENT HISTORY

2009 to present	**THERESA JAFFE CONSULTING**	Principal
2000 to 2008	**JENNER & BLOCK**	Chief Marketing Officer
1998 to 2000	**KATTEN MUCHIN ROSENMAN**	National Director of Marketing
1996 to 1998	**KPMG PEAT MARWICK**	Midwest Area Director of Sales and Marketing
1990 to 1996	**ARTHUR ANDERSEN**	Director of Marketing Chicago Office
1989 to 1990	**INFOTECH, INC.**	Vice President Marketing and Sales
1987 to 1989	**UNITED WAY/ CRUSADE OF MERCY**	Vice President Public Affairs and Marketing
1980 to 1986	**EASTER SEAL SOCIETY OF METROPOLITAN CHICAGO**	Executive Director
1979 to 1980	**T. JAFFE & ASSOCIATES**	Consultant
1975 to 1979	**EDUCATIONAL SERVICE REGION OF COOK COUNTY**	Assistant Director

CAREER ACCOMPLISHMENTS

Launched **Theresa Jaffe Consulting** in 2009. Have developed a robust practice with clients located across the country, ranging from solo practitioners to global law firms, entrepreneurial companies, nonprofit, service and professional groups, and associations.

- Conducted over 200 training workshops focused on client relationship management, increasing revenues and improving client/customer satisfaction levels.
- Assisted over 600 clients develop individual business development plans and coached them on their successful implementation and execution.
- Advised clients on strategic alliances and partnerships that improved their profitability and visibility.
- Conducted marketing process assessments for clients and assisted them in restructuring their marketing function.

- Developed, designed and managed websites including architecture, content and graphics for clients in the legal, sports and entertainment, and healthcare industries.
- Assisted national Bar and medical associations in developing comprehensive membership development plans.
- Created fundraising strategy and methodology for major national nonprofit associations and foundations and coached volunteers on implementation.
- Assisted CEOs of growing technology, marketing research and health/wellness companies in their strategic planning.

Successfully established the first full-service Marketing Department in the history of **Jenner & Block**. Created best practices marketing model and developed long-range plan. Integrated marketing and business development systems, programs and behaviors into Jenner & Block's culture and operations.

Created and directed marketing and business development programs, services and tools for the firm and its practice groups, legal recruiting, pro bono and diversity functions. Recruited, trained, supervised and led department staff of 20, and served as internal consultant to firm leadership and partners.

- Led programs and established procedures for all aspects of business development, including prospect identification, lead generation, proposal response, client presentations, cross selling and follow up. Consistently recognized by firm leadership for excellence in strategic thinking and superior tactical execution.
- Established and implemented firmwide branding and communications standards. Created first-time marketing/communications products including practice brochures, qualification documents, ads, proposals, legal recruiting brochures and diversity and pro bono marketing materials.
- Launched the firm's website, www.jenner.com, including development of new architecture, protocols and content for all areas of the firm. Increased the number of unique visitors to the firm's website annually from 90,000 in 2001 to more than one million in 2008.
- Instituted firmwide public relations program. Targeted associations, publications and speaking opportunities to increase the visibility of the partners and practices. Built and maintained excellent relationships with key legal trade outlets and general media. Media impressions rose from 25 million in 2001 to 500 million in 2008.
- Created marketing alliances and strategic partnerships with key legal and business organizations, publishers, trade associations and other professional services firms. These included the Inside Counsel SuperConference, Corporate Secretary Think Tank and Annual Awards, Lexis-Nexis, Association of Corporate Counsel, Martindale Hubbell Counsel-to-Counsel and Crain's Chicago Business Entrepreneur of the Year. Served as primary relationship manager representing the firm.
- Established and managed firm's diversity initiatives including the Minority Corporate Counsel CLE Expo and Vault Diversity Job Fair. Developed Women's Forum and diversity marketing collateral and websites.
- Counseled lead partners on establishing multidisciplinary client-service teams and creating client service programs for key clients of the firm.
- Developed client satisfaction program including measurement tools and training for improving client relationship management.
- Established awards program and submitted 116 award nominations over an 8-year period. Firm awards included the 2003, 2004 and 2006 American Lawyer "A-List" of the top 20 law firms in the country and finalist in the 2005 American Lawyer Litigation Department of the Year award.
- Developed firm's pro bono marketing program. Created the firm's first pro bono newsletter, The Heart of the Matter. Counseled partners on civic and community involvement and board participation. Directed and managed a number of highly successful nonprofit organization fundraising efforts in support of firm partners.
- Created firm's Alumni Program. Guided partner committee, developed alumni website, planned and conducted events and year-round communications program.
- Presented professional-development programs for partners and associates on business development, client service and relationship management.

Built a new national marketing structure for **Katten Muchin (Zavis) Rosenman.** Developed and implemented programs for integrating conversion, penetration and retention marketing. Led department staff of 11.

- Launched a firmwide branding program. Guided partner committee, selected and managed external consultant, developed integration and implemented roll out.

- Counseled practice leaders and attorneys in creating, planning and executing business development strategies and programs including targeting, seminars, sponsorships, advertising and alliance marketing.
- Created architecture, protocols and communications for new website. Orchestrated launch and managed external service providers.
- Developed new marketing collateral including proposals, practice brochures, announcements, advertising and recruiting materials.
- Guided firm's public relations activities. Negotiated sponsorships and placements with various trade media. Directed and supervised external public relations agency activities.
- Developed database marketing systems and programs to support information and knowledge management requirements.
- Designed and executed firm's Alumni Program, including website, events and communications.

Created and directed the Midwest Area Sales and Marketing organization for **KPMG.** Developed marketing model, established best practices, recruited and trained marketing team and increased productivity. Led department staff of 50 people.

- Advised partners in the business development process. Made sales calls, led strategy and proposal development, coached oral presentations and conducted client/prospect debriefings.
- Re-engineered the proposal process and incorporated a strategic business development approach. Created a Proposal Toolkit and trained partners in its use.
- Organized a Business Development Council and programs for lead generation and qualification, database marketing support, lawyer/referral networks and community positioning. Integrated client-service planning and sales reporting.
- Hired, trained and supervised staff for positions in line-of-business marketing, proposal development, communications, public relations, community affairs, event management, information and research, database marketing and graphics.
- Directed the firm's 100th Anniversary celebration event, "World of Spirit Day," and deployed 1500 KPMG personnel to 38 Chicago Public Schools for a day of community service.

Directed and supervised 20-person Marketing Department at **Arthur Andersen**. Served as marketing consultant to practice leaders and partners.

- Designed, implemented, monitored and evaluated both short and long range marketing plans and programs in a wide variety of industries and business-advisory services.
- Improved the ratio of new work sold, profitability and market share by supporting partners in the business- development process. Annual sales revenue of the Chicago office nearly doubled in a five-year period.
- Generated a significant increase in cross selling results through the development of an annual planning process and internal communications program. Managed client-satisfaction program.
- Developed legislative strategy for the Illinois Coalition to Eliminate Abusive Securities Suits. Served as key contact for Illinois Congressional Delegation members and successfully obtained their support for passage of "The Public Securities Litigation Reform Act of 1995" (PSLRA).
- Formulated public relations strategies and programs for positioning Chicago office, practice heads and managing partner in leadership roles.
- Served as Vice Chair for the 1994 United Way Campaign at the request of the Office Managing Partner, who was Campaign Chairman. Developed campaign strategy and operating plan. Recruited leadership team members, led marketing/communications effort and directed onsite Andersen team. Raised $91.1 million.

Directed and developed marketing and customer-service at **Infotech, Inc**.

- Served as a member of the corporate strategic planning committee. Contributed extensively to the development of the company's business plan.
- Created marketing plans for IRS electronic refund filing, used-car vehicle locator and disaster recovery services. Developed customer service protocols and training for sales team.

Directed **United Way/Crusade of Mercy Division** operations including Marketing, Communications, Speaker's Bureau and Creative Services. Led 20-person department.

- Created a nationally recognized, year-round corporate communications and marketing program. Directed and supervised the creation and production of award-winning creative film, print and audiovisual work.

- Developed Campaign media relations program. Achieved record-breaking results for media placement — 223 million impressions received by the public in a 10-month period.
- Supervised the creation and execution of promotional events and training programs for Campaign leadership, corporate campaign volunteers and general public.

Directed **Easter Seal Society** operations including fundraising. Led a 100-person staff.

- Built a successful management structure and fundraising team that resulted in increasing revenues by 127% over a five-year period.
- Created and implemented marketing and fundraising programs that increased private sector support by 200% from foundations and corporate support, by 216% through direct mail and by 64% via the annual Telethon.
- Standardized agency administration and clinical practices at six operating sites. Increased patient services by 130% while simultaneously decreased costs of service by 38%.

EDUCATION

Ed.S. University of Iowa, Iowa City, IA, 1979, Graduate Teaching Fellowship

M.S. Hunter College, New York, NY, 1971, Graduate Fellowship

B.A. Kean College, Union, NJ, 1970

AWARDS

- Center for Disability & Elder Law, Impact Award, 2017
- Kean University Distinguished Alumni Award, 2012
- PR News Legal PR Award for Jenner & Block's *Highlights* (annual report) and *Heart of the Matter* (pro bono and community service annual report), 2008
- Public Interest Law Initiative (PILI) Theresa A. Jaffe Fellowship — Established by the Chicago Bar Foundation in recognition of Investing in Justice Campaign leadership, 2007
- Black Women Lawyers' Association Helping Hand Award, 2007
- The Burton Award for Best Law Firm Newsletter, 2006
- Chicago Bar Foundation Distinguished Service Award, 2005
- United Way of America Second Century Award for Achievement in Marketing/ Communications, 1998
- Golden Trumpet Award for United Way Campaign Communications Program, 1994
- Chicago Film Festival Award for United Way Campaign Film, 1988
- Received Arthur Andersen Sequoia Award twice for outstanding achievements in mentoring
- Listed in Who's Who in the Midwest, Who's Who of Women Executives, International Who's Who, and Two Thousand Notable American Women

SPEAKING ENGAGEMENTS/PUBLICATIONS

- Spoken on various marketing, business development and client service topics at the American Bar Association; West Legal Works; Chicago Bar Association and CBA Alliance for Women; National and Chicago Legal Marketing Associations; Marketing Partner Forum; Minority Corporate Counsel Association; Professional Development Institute Business Development Forum; American Marketing Association; and American Lawyer's Law Firm Management Conferences.
- Authored articles for and have been interviewed by Chicago Lawyer, Diversity and the Bar, Marketing the Law Firm, ABA Journal and the Legal Marketing Association's Strategies magazine.
- Appeared on over 400 radio and television shows and have made numerous presentations at professional meetings.

COMMUNITY SERVICE

Current:

- Center for Disability & Elder Law—President, Board of Directors, 2022-present; Vice President of Fundraising, Board of Directors, 2016-2022; Member, Board of Directors, 2012-present; Chair, Winter Awards Benefit 2012-2016
- Chicago Bar Association — Member, Public Affairs Committee, 2008-present
- Chicago Bar Foundation —Vice-Chair, Investing in Justice Campaign, 2007-present; Member, Abraham Lincoln Circle of Justice, 2009-present

Past Service:

- American Chamber Symphony — Member, Board of Directors, 1980-82
- Avondale Community Organization — Founder, 1980; Member, Executive Committee, 1980-83
- B'nai Brith — Member, Interfaith Youth Scholarship Committee, 1977-85
- Boys and Girls Clubs of Chicago — Member, Board of Directors, 1995-96; Member, Development Committee, 1995
- Chicago Area Boy Scout Council — Member, Board of Directors, 1989-95; Chair, Hoover Outdoor Education Center Marketing Committee, 1989-91; Member, In-School Career Awareness Committee, 1995; Member, Scouting for the Handicapped Committee, 1977-85; Member, Nominating Committee, 1986 and 1994
- Chicago Bar Association/Chicago Bar Foundation Pro Bono Week Committee, 2006-2008
- Chicago Bar Foundation-- Member, Board of Directors, 2006-2010; Chair, Marketing Committee, 2006-2010; Member, Marketing Committee, 2002-2015
- Congregation B'nai Torah—Member, Board of Directors and Executive Committee, 2010-2014; Member, Marketing & Membership Committees, 2010-2014
- Council for Exceptional Children — Member, Professional Advisory Board, 1975-80
- Corporate Responsibility Group of Chicago — Member, Board of Directors, 1993-95
- Illinois Economics Council — Member, Board of Directors, 1994-2000
- Illinois Math and Science Academy — Member, Public Relations Committee, 1994-97
- Information Integrity Coalition — Member, Board of Directors, 2004-2005
- International Year of the Child — Advisor to Federal Interagency Committee, 1979
- International Year of Disabled Persons — Opening Ceremonies Chair, 1981
- Jenner & Block – Investing in Justice Campaign Leadership Team Member, 2007-2008; United Way Campaign Leadership Team Member, 2004-2007
- Kean University Foundation — Member, Board of Directors, 2001-2005

- Knox College Parents' Council — Founding Member, Steering Committee, 2004-2008
- Knox College Women in Philanthropy—Task Force Member, 2009
- Legal Clinic for the Disabled — Member, Board of Directors, 1986-92; Vice President, 1987-89
- Museum of Science & Industry — Co-Chair, 1978 and 1979 Exceptional Children's Week; Member, Children's Week Committee, 1977
- National Association of Women Lawyers Foundation—Member, Fall Reception Host Committee, 2011
- Shriver Center on Poverty Law – Member, Annual Gala Committee, 2006-2010
- Spertus College — Member, 75th Anniversary Committee, 1999
- Unicef — Member, Marketing Committee, 1995-2002; Member, Gala Committee, 1999-2001
- United Way/Crusade of Mercy — Chief Crusader, Major Corporate, 1995-2001; 1997 Volunteer Leaders Conference Host City Event Chair; Vice Chair of Communications, 1994 Campaign Leadership Team; Member of Resource Development Committee, Referral Agent Program Committee, Campaign System Planning Committee, Chief Crusader for Major Corporate & General Business, 1994-95; Vice Chair of Communications 1988 Campaign Leadership Team; Chief Crusader for General Business Division, 1988
- United Way of Highland Park/Highwood — Member, Board of Directors, 1989-93; Chair, 1989 Business Campaign
- Women in Law Empowerment Forum—Chicago Co-Chair, 2011

REFERENCES

References will be provided upon request.