

## Lonnie Zwerin

### Full Narrative

A founding member of Zeughauser Group, Lonnie Zwerin is a highly regarded communications professional with decades of legal industry experience. Her practice focuses on identifying critical issues and enhancing communications between law firms and their clients through candid, effective client service interviews. Lonnie also consults on growth and retention strategies, practice group planning, client service programs, and branding initiatives.

As head of marketing and client services for Heller Ehrman and Pillsbury Winthrop (formerly Pillsbury, Madison & Sutro), Lonnie earned a reputation as a law firm marketing pioneer. She directed the development, implementation, and evaluation of marketing strategies that resulted in increased client satisfaction, enhanced positioning, targeted lateral recruiting, and expanded business development programs.

A well-known and highly regarded mentor to and manager of professional services staff, Lonnie was responsible for designing department functions and growing, developing, and training marketing staff to support each firm's strategic objectives.

Prior to entering the legal field, Lonnie spent ten years as a consultant developing and managing strategic communications plans, marketing plans, and positioning initiatives for a wide range of Fortune 100 companies and law firms. She holds a B.A. in English from the University of California at Berkeley.



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