

Norm Rubenstein

Full Narrative

Norm Rubenstein is widely regarded as one of the legal industry's most experienced and innovative strategists. A former chief marketing officer for three global law firms and an inaugural inductee into the Legal Marketing Association's Hall of Fame, he collaborates with law firm leaders to increase client and market share, create and launch effective branding initiatives, and assess and enhance marketing organizations and investments.

Norm's clients are the beneficiaries of over three decades of cumulative management and marketing experience. Before becoming the CMO of Orrick, where his work was honored with the Spherion Marketing Director of the Year Award, he headed Norm Rubenstein Marketing & Communications LLC, and taught for five years at the University of Virginia. Among other professional highlights, Norm served as chief marketing officer for Shaw Pittman and for McKenna & Cuneo, and for ten years led the editorial and marketing divisions of Edison Electric Institute, one of the nation's largest trade associations.

Norm has served as the Legal Marketing Association's national president, as well as president of the Mid-Atlantic Chapter. He holds B.A. and M.A. degrees from Tulane University and completed his doctoral course work at the University of Virginia. Norm is a member of the College of Law Practice Management and writes extensively on legal marketing and management topics. He is also a frequent speaker at industry conferences.

At the end of 2017, Norm completed eight years of service, including a year as chair, on the Board of The Pro Bono Project, a New Orleans-based 501c3 that matches lawyers with underserved citizens with pro bono civil legal needs. During his tenure with The Project, Norm was honored with the New Orleans Bar Association's Liberty Bell Award. He is currently a member of the Advisory Board of The Goldring Center for Culinary Medicine, the first dedicated teaching kitchen to be implemented at a medical school, which promotes knowledge about the intersection of food and good health.

Areas of expertise

- Positioning and Branding
- Strategic Planning
- Business Planning
- Marketing Organization Assessment and Design



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