

# ROSS FISHMAN, J.D.

**“Of Counsel” magazine wrote:**

**“Many people consider Ross to be the nation’s foremost expert on law firm marketing.”**



As CEO of Fishman Marketing, Inc., Ross Fishman helps law, accounting, and other professional-services firms dominate their chosen markets and generate revenue. Regularly hired to rebrand prominent firms or overhaul their websites, Ross is known internationally for strategic marketing and differentiation, and the development of the profession’s most-effective marketing materials. Fishman Marketing has launched successful marketing initiatives for 200 firms from Istanbul to Iceland.

“Ross has a stronger sense of what will create ‘buzz’ than anyone else in the market.”

Rick Klau, Google, Inc.

Fishman Marketing branding campaigns have received countless international marketing awards, including national first-place honors from the Legal Marketing Association 17 consecutive years, for marketing that was both innovative as well as revenue producing. Fishman Marketing received the LMA’s grand prize, the optional Best of Show award, five of the ten times ever presented. FM programs also received one of Inc. magazine’s ten Marketing Masters awards for “brilliant and successful” marketing.

Recipient of the LMA’s first peer-selected Lifetime Achievement award (1998), Ross was also the first legal marketer inducted into the LMA’s international Hall of Fame. In 2016, Ross was selected for the prestigious Law-

dragon 100 Leading Consultants and Strategists, one of just ten international marketers “whom lawyers most valued for their guidance.”

A Fellow of both the College of Law Practice Management and the Litigation Counsel of America, Ross is known as an “educational and entertaining” presenter who has keynoted more than 300 retreats, training, and Ethics CLE programs on six continents — including

“Ross was going to win in so many categories that LMA created the ‘Best in Show’ so he’d win one grand prize instead of nearly all the trophies”

LMA’s “In The Loop,” Fall 2009

once presenting on three continents within 24 hours. A prolific, award-winning writer, Ross has published 250 thought-provoking articles, including five monthly columns, and has sat on the editorial board of five national magazines. His popular “The Ultimate Law Firm Associate’s Marketing Checklist” book sold nearly 2,000 copies in the very first month in print. (Subscribe to his pithy blog at [fishmanmarketing.com/blog](http://fishmanmarketing.com/blog).)

An active LMA member since 1990, Ross has been LMA’s Vice President; chair of its Ethics Task Force (2012-2015); a member of both the Strategic Planning and Best Practice Task Forces; and founder, chair, and moderator of seven LMA QuickStart conferences for new marketers. He also created and hosted “Just JDs,” LMA’s first full-day national conference for lawyers. Ross has been the expert legal marketing witness in three precedent-setting branding- and social media-related lawsuits.

Ross was a commercial litigator before moving to Winston & Strawn to practice marketing full-time, later becoming Marketing Partner of Ungaretti & Harris. A 1986 member of the federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, *cum laude*, from the University of Illinois, and his J.D. from Emory Law School.