

OVERVIEW

A dynamic business development and marketing consultant to Canadian law firms, practice groups, and individual lawyers. Proven ability to combine the analytical with the creative resulting in a focused approach to attract and retain high quality, profitable clients that produce significantly increased revenues and sustained competitive advantage.

Accelerates business development through strategic marketing, project management, firm and personal branding, targeted advertising, and communications to achieve successful market differentiation and measurable results.

A catalyst for change who guides the solution process from planning to implementation. A persuasive team builder whose experience motivates others. Proficient in creating and nurturing strong client relationships, business planning, change management, fee-earner coaching, and developing unique marketing collateral. Skilled in budgeting, restructuring, recruiting, and training others to increase productivity and profitability.

Demonstrates knowledge, understanding and diplomacy that stems from enabling innovation.

SELECTED ACHIEVEMENTS

- International firm of 3,800 lawyers in 54 offices — Executed two high profile advertising campaigns in Canada, the United States, and South America to build brand awareness for an international firm entering North and South American markets by joining with a national Canadian firm in June 2011 and a western-based Canadian firm with international offices in January 2012. Tactics included prominent billboards at key airports, digital displays and signage at major arenas, elevator and digital media wall ads in select office towers, and print and online vehicles. The result is one of the largest global legal practices with the #1 law firm brand in Canada.
- Global professional services firm — Executed a first-ever Canadian national advertising campaign to build brand awareness. The 2012-2013 campaign comprised prominent billboards at key airports, elevator digital ads, 11-panel wall mural in a concourse beneath head office, and print and online vehicles. Survey results show the firm moved one position and, in some cases, two positions ahead of its nearest competitor.
- Guided three law firm mergers in three years — An International and a western-based Canadian firm in 2012; an International and a national Canadian firm in 2011; and, two regional Canadian firms in 2009.
- National firm of 450 lawyers and agents across six offices — Complete overhaul of two websites: the student micro site and the firm's primary website. The primary site was named 2009 Best Law Firm Website in Canada by National magazine, the official periodical of the Canadian Bar Association and won silver in the corporate communications category at the 2010 W³ awards. Also, development of firm-distinctive modular proposal templates, pitch strategies and materials; numerous client pursuits; consultation and copywriting of annual reviews; development of ads; internal newsletter; and, interim marketing management.
- Regional 225-lawyer firm in four cities — Facilitator for associate-level business development workshop at annual retreat.
- National 220-lawyer firm in three major cities — Merger execution, transition stability, budget restructuring, staff reorganization, procedure creation and implementation, and rebranding during interim management engagement.
- Regional intellectual property firm of 74 lawyers and agents across four offices — Restructure and redirection of client development strategies in eight months resulting in new revenue streams and increased profile in key geographic and industry markets.

Legal Business Development & Law Marketing Consulting

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SELECTED ACHIEVEMENTS *cont'd*

- Regional firm of 73-lawyers — Business development coaching for associates; consultation and copywriting of revamped website.
- Regional 29-lawyer firm — Facilitator for a re-branding workshop at an annual retreat.
- Regional firm of 25 lawyers — Rebranded and project managed a new website, and developed a first-ever online advertising campaign.
- Regional firm of seven lawyers — Brand and website development.
- Toronto intellectual property firm of five lawyers and agents — Business development and marketing needs assessment.
- Toronto patent firm of five agents — Business development planning; branding, creation and copywriting of new website; and, development of online banner ads targeting international referrals.
- Richmond Hill firm of two partners — Business realignment from residential to commercial real estate, including complete overhaul of website.
- Individual lawyer departing a partnership — Start-up business development strategies and materials.
- Donahue LLP, the former in-house 130-lawyer firm of Ernst & Young — Marketing communications counsel.
- Columnist and conference speaker — Legal business development and law marketing issues.

CAREER PROGRESSION

2001 – Present

HEATHER SUTTIE & ASSOCIATES

Legal business development and law marketing consulting

- Consultant to law firms — global, national, mid-size, and boutique — legal teams and individual lawyers.
- Development of client retention programs, and prospective client and firm business development strategies.
- Conduct marketing audits and develop custom-designed collateral and tools, such as client surveys, RFP/pitch material, websites, targeted advertising and sponsorships, and external/internal communications vehicles.
- Provide interim management, build client teams, implement cross-selling techniques, fee-earner business development coaching, and marketing staff restructuring, recruiting and training.

2002 – 2005

BERESKIN & PARR (CONCURRENT)

A leading Canadian intellectual property law firm with four offices serving clients in more than 100 countries

Director of Marketing and Client Development

- Leadership of strategic business development with responsibilities in the areas of marketing, administration, student affairs, and information technology positioning the 74-practitioner firm as a leading IP law practice.
- Opened Waterloo and Montréal offices; grew profile in US, Europe and Asia; and created a new practice group.
- Initiated financial analysis of firm clients and created client-ranking systems via CRM databases to focus on top revenue generating clients by industry and geographic markets, and identify key practices and growth markets.
- Monitored, addressed and solved client issues, developed client teams, and recruited legal talent.
- Provided strategic market differentiation and direction for the firm and its practice areas by creating cross-selling opportunities, and coaching client teams and individuals.
- Re-branded the firm through client-focused ad campaigns and targeted placement, communications collateral (RFPs/pitches, presentation materials, brochures, and newsletters), events (seminars and conventions), website presence, and business-aligning sponsorships.

CAREER PROGRESSION *cont'd*

1998 – 2001

ERNST & YOUNG

A global professional services firm specializing in accounting, taxation, consulting, and legal practices

National Marketing Manager, Corporate Media Relations

- Marketing communications counsel and spokesperson for Ernst & Young representing 418 partners in Canada as well as for Donahue LLP, the former in-house 130-lawyer firm of Ernst & Young.
- Restructured E&Y's media marketing relations in six months, repositioning E&Y as the 'go to' firm for journalists, resulting in highest and most positive profile among the Big Five professional services firms.
- Managed all facets of media marketing communications in Canada for all practice and industry areas working in conjunction with US and international sales and marketing practices of E&Y.
- Marketing communications counsel and media trainer to executives, senior partners, legal counsel, and key clients.
- Managed media marketing and corporate communications for the integration of the Canadian and US firms, the sale of the consulting practice, and the integration of the law firm, Donahue LLP.
- Wrote and edited external and internal communications collateral, marketing materials, ad copy, and speeches.
- Managed and directed marketing communications suppliers including research companies, public relations and brand management firms, design houses, and internet communications providers.
- As Webmaster, led 17-member Internet team and implemented the restructuring and re-branding of the Canadian website (more than 1,000,000 hits annually) in preparation for its integration with the global website.

National Marketing Manager, The Ernst & Young Entrepreneur Of The Year® Awards

- Marketed The Ernst & Young Entrepreneur Of The Year® (Entrepreneur) Awards, a strategic new business marketing and sales driver, engaging client accounts resulting in \$7.12 million in new business annually. The Entrepreneur Awards is the world's largest recognition program for entrepreneurial leadership and was ranked the #1 business awards program in Canada.
- Secured and managed \$4.46 million in national marketing sponsorships for the Entrepreneur Awards.
- Canadian representative on the international marketing communications team responsible for launching a 19-country competition for the inaugural World Entrepreneur Awards in Monaco.
- Executive management of six Canadian Entrepreneur Awards galas attracting 3,000 top business attendees yearly.
- Re-branded and marketed the Entrepreneur Awards to underscore E&Y ownership resulting in heightened profile.
- Managed \$1.1 million national budget, purchasing agreements, supplier relationships, and legal issues.
- Personally developed all Entrepreneur Awards marketing collateral, branding, and communications including packaging, displays, advertising, public and media relations plans, events, website, internal communications, and wrote hundreds of pages of copy for brochures, handbooks, ads, promotions, speeches, and award show scripts.

CAREER PROGRESSION *cont'd*

1994 – 1997

GLOBAL TELEVISION NETWORK (CKND)

The Winnipeg flagship television station of CanWest Global Communications Corp.

Department Head, News and Public Affairs

- Took sole charge of the failing television news department that had endured a bitter strike, and consistently low ratings and revenues since its inception; totally restructured the news division and took the station to a new Bureau of Broadcast Measurement ranking: 2nd highest rated news in a 700,000+ population viewer market in 19 months.
- Re-branded and marketed CKND News as CKND NEWSLINE with an all-media marketing campaign.
- Responsible for marketing and editorial direction, local and national on-air programming initiatives, sponsorship opportunities, assisting station promotions, and CRTC licensing agreements.
- Doubled television news staff to 25 during a two-year restructuring period with no increase in budget.
- Responsible for recruiting, training, and retaining staff, budgets, administration, contract and union negotiations, and development and production of on-air presentations of more than 1,000 news broadcasts annually.

1990 – 1994

MARKETING COMMUNICATIONS CONSULTANT, BUSINESS NEWS ANCHOR, NEWS PRODUCER

Clients: National and local media entities comprising television, radio and print

- Market development and business television news anchor for “The CBC Morning News” on CBC Newsworld, and radio news anchor for The Globe and Mail’s radio edition of “Report On Business.” ROB Radio was the largest syndicated radio program in Canada with 1,700,000 listeners daily.
- Producer and writer for CTV Television Network news programming.

1988 – 1990

CANADA NEWSWIRE LTD.

Marketing communications company delivering time-critical news and information to North American media outlets

Operations Manager, Broadcast Division

- Restructured the division resulting in first-ever profits after six months.
- Expanded market distribution into the US increasing the network of media outlets to 554 from 68.
- Designed, wrote, produced and distributed marketing communications for more than 100 clients including international corporations, public relations companies, consumer marketing firms, and government agencies.

CAREER PROGRESSION *cont'd*

1983 – 1988

CFTO-TV AND CTV TELEVISION NETWORK

The Toronto flagship television station of CTV, a Canadian national television network

Assistant News Assignment Editor and Producer

- Directed 10 camera crews, and wrote content for two daily local newscasts and the national newscast.

PERSONAL NOTES

A trained opera singer who performed with opera companies and symphony orchestras from age 10. An actor with the Stratford Festival of Canada for two seasons. An award-winning public speaker. Awarded the Imperial Oil Scholarship for admission to any Canadian University. Attended University of Toronto, Banff School of Fine Arts, and Banff Centre for Management.