

Women Who Wow: Jeanne Hammerstrom



J e a n n e H a m m e r s t r o m

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By Stefanie M. Marrone on March 8, 2021

Jeanne Hammerstrom is the next woman who wows.

Jeanne is Benesch's Chief Marketing Officer and brings 30 years of legal marketing experience to her post. Jeanne has firm wide responsibility for business development, marketing, communications and practice development, and oversees a staff of business development, public relations, advertising, event planning and other professionals.

In 2019, Jeanne was inducted to the Legal Marketing Association's Hall of Fame, which recognizes the lifetime achievement of individuals in the legal marketing industry and their outstanding contributions to the association.

I was there when Jeanne was inducted into the Hall of Fame and it was such a well-deserved honor for someone who is a true leader.

I met Jeanne through her team members at an LMA conference about 12 years ago. I instantly bonded with Julie Gurney, Benesch's Director of Marketing, and then when I met the rest of her colleagues, including Jeanne, I felt like I was part of the Benesch team myself. I always looked forward to seeing the Benesch group at various conferences throughout the years. Jeanne has always been nothing but kind and helpful to me, offering advice and a helpful ear. I am so thankful our paths crossed.

Learn more about why Jeanne is a woman who wow.

Tell us about a woman you look up to and why.

I will always look up to my mother who passed when I was just 20. She had three college degrees and ran our household of six kids. She taught me to work hard, never give up and be kind to everyone. As I progressed in my career, I look up to Megan Mehalko, head of our corporate department and wonderful friend and mentor.

Any success strategies for women?

Always find a way to go above and beyond. Educate yourself in the industry and know who can help you to be successful – don't be afraid to ask for counsel, encouragement and opportunities. I've learned to not to try to do everything myself. There are people who want to help and quite frankly, are smarter and more experienced in certain areas. Find ways to add value to your company/firm.

Which woman most inspires you and why?

Again, my mother originally inspired me, but the women on my team have been so inspirational especially over this last year. Their ability to balance their demanding jobs, their kids' remote education and even parent demands is amazing. They also have always helped each other to achieve professional and personal success. I honestly love working with them, and when we can again, hanging out with them too.

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