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Jeanne Hammerstrom of Benesch on Longevity, Growth, Execution & Retention as a legal CMO - Passle CMO Series Podcast

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Longevity, growth, execution and retention. These are just some of the facets a legal CMO has to manage.

In this episode of the CMO Series, we explore the various dimensions of the job of a CMO. Eugene McCormick is lucky to be joined by Jeanne Hammerstrom, CMO at Benesch to discuss the key challenges facing legal CMOs today and how she's built a successful team that has stood the test of time.

Eugene and Jeanne cover:

- How Jeanne came to be in Cleveland and the steps along the road to CMO at Benesch
- The secret to longevity in senior legal marketing roles
- The value of longevity and what success looks like
- The "sales mentality" approach within the firm and what that looks like in practice
- How to build a support infrastructure for high performers and that impact on new recruits
- How to structure a small team for success
- The key to retaining top talent that the firm needs
- Advice for senior legal marketers

A full transcript of this episode is available at passle.net [See less](#) -

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