

Elizabeth A. Boehm

Senior Director of Client & Business Development

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Overview

Liz directs and provides strategic oversight for the firm's client development services and business development initiatives. She facilitates efforts to provide clients with an excellent experience, leads preparation for client and potential client meetings, presentations, and opportunities, and conducts client feedback interviews.

Liz also oversees responses to requests for proposals and coordinates sales strategy and sales pipeline tracking for business opportunities. She leads the firm's competitive and marketing intelligence research team, conducts business planning for attorneys, and implements attorney training and coaching programs.

A past president of the Legal Marketing Association's (LMA) Ohio Chapter, former LMA Midwest Regional Board member, and LMA International "Rising Star" award winner, Liz currently serves on LMA's 2025 International Annual Conference Advisory Committee. Liz likes fitness, spending time outdoors, traveling, and enjoying life with her husband and two sons.

Credentials

EDUCATION

- Franklin University, 2009, M.S., *summa cum laude*, Marketing & Communication
- Ohio University, 2004, B.S., Communications (Journalism & Sociology)

Memberships

- Member, Legal Marketing Association, Midwest Region
- Member, Legal Sales and Service Organization
- Board-of-Directors and Chair of Marketing & Events Steering Committee, West Creek Conservancy
- Advocacy Committee, Legal Marketing Association (2022-2023)
- Co-Chair, Legal Marketing Association Midwest Region's "Your Honor Awards" Program (2021, 2018)
- Law School Education Committee, Legal Marketing Association (2021)
- Member-at-Large, Legal Marketing Association Midwest Regional Board (2016-2018)
- President, Legal Marketing Association, Ohio Chapter (2013)

Awards & Recognition

- Recipient, Sales & Service Team of the Year, Legal Sales and Service Organization
- Recipient, International Rising Star Award, Legal Marketing Association
- Recipient, SoMe Impact Award, *Smart Business News*
- Recipient, Outstanding Chapter Award, Legal Marketing Association
- Accredited in Competitive Intelligence, Fuld-Gilad-Herring Academy
- Coaching Advantage Certified, Legal Sales and Service Organizaton / LawVision
- Accredited Coach, Smart Collaboration Accelerator

Beyond the office

Favorite Vacation Spot:

St. Maarten and St. Croix in the Virgin Islands; Folly Beach, SC; and Asheville, NC

Hobbies:

Fitness, running, cycling, gardening, hiking and spending time with my husband and two sons

Favorite Restaurant:

Pier W, overlooking Lake Erie and downtown Cleveland

News & Insights

- The American Lawyer (ALM) Names Benesch Marketing & Business Development Team a Finalist for “Best Business Team” Award for Third Consecutive Year
  September 23, 2026 | Press Releases
- Benesch Marketing & BD Team Wins ALM’s “Best Business Team” Award at 2025 American Lawyer Industry Awards
  November 14, 2025 | Press Releases
- Benesch Marketing & Business Development Team Again Named Finalist for “Best Business Team” by The American Lawyer
  August 15, 2025 | Press Releases
- Benesch Marketing & Business Development Team Named Finalist for “Best Business Team” by The American Lawyer
  August 26, 2024 | Press Releases
- Digital Marketing in Law Firms
  October 30, 2023 | Contributed Content & Presentations
- Business Nuts and Bolts and Firm Functions
  October 30, 2023 | Contributed Content & Presentations

Speaking & Events

PAST EVENTS

- Law Firm Leaders and BTI Consulting Group Discuss Leveraging Growth Opportunities in 2023
  April 18, 2023 | Speaking Engagement
- Keep Your Eye on the Ball: What Every Good Coach Tells His or Her Players, and What Every Player Expects of His or Her Coach
  April 14, 2015 | Speaking Engagement
- Professional Branding & Social Media for Attorneys
  March 31, 2015 | Speaking Engagement
- The Roadmap for Your Future: Navigating and Accelerating Your Career in Legal Marketing: Learn from LMA’s Rising Stars
  March 30, 2015 | Speaking Engagement
- New Business Development for Law Firms: How to Do More With Less
  March 29, 2015 | Speaking Engagement