



# Jeanne Hammerstrom

Chief Marketing Officer

Cleveland

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## Overview

**A nationally recognized legal marketing leader and Chief Marketing Officer at Benesch, Jeanne Hammerstrom shapes the firm’s strategic approach to brand positioning, business development and client experience. With more than 30 years of experience in the industry, she is known for building high-performing teams and driving innovative, client-centric programs that translate directly into firm growth. Jeanne also participates in the firm’s Executive and Strategic Growth Committees.**

Jeanne has transformed the role of marketing and business development at Benesch, making it an integral part of the firm’s ability to attract, serve and retain clients and top-notch legal talent. She has led the advancement of a firmwide culture of business development, including proprietary client team and training programs that have generated significant revenue and strengthened cross-practice collaboration. Jeanne has also been instrumental in advancing the firm’s client experience strategy, conducting hundreds of client assessments and embedding actionable feedback into service delivery, all while elevating Benesch’s brand through targeted campaigns, thought leadership and national media visibility.

During Jeanne’s tenure, Benesch has grown substantially in size and reach, joining the Am Law 200 and perennially earning recognition as a Top Workplace in Chicago, Columbus, New York, Northeast Ohio and San Francisco.

Jeanne is widely respected across the industry for her leadership and influence. She is a past national president of the Legal Marketing Association (LMA) and a member of several prominent advisory boards, including the Intapp CMO/CMBDO Advisory Board, Kaitongo Strategic Advisory Board and TerraLex Strategy Advisory Task Force. She is also a Fellow of the College of Law Practice Management and was inducted into the Legal Marketing Association Hall of Fame.

Jeanne's work has earned consistent national recognition for excellence in marketing and business development, client service, and team performance. Most recently, her Marketing & Business Development team was honored with The American Lawyer's Best Business Team award and recognized by the Legal Sales and Service Organization (LSSO) with the William J. Flannery Sales Team of the Year Award, and by BTI Consulting and ClearlyRated (formerly Client Savvy) for delivering industry-leading client experience. Under Jeanne's leadership, Benesch has also received multiple firmwide honors for service excellence and sales performance, including LSSO's Leonardo Inghilleri Service Excellence Award for Firm of the Year.

## Credentials

### EDUCATION

- PennWest Clarion, B.S., Communications

## Memberships

- Legal Marketing Association
  - Member, Advocacy Advisory Council (2020)
    - Law School Education Working Group
  - Hall of Fame Committee (2020)
  - Regional Nomination Committee (2020)
  - Nomination Sub-Committee Chair (2013)
  - President-National (2011)
  - Annual Conference Co-Chair (2009)
  - Nominating Committee (2008)
  - President-Pittsburgh Chapter (1998-2000)
- Fellow, College of Law Practice Management
- Member, TerraLex Strategy Advisory Task Force
- Member, Intapp CMO/CMBDO Advisory Board
- Member, Kaitongo Strategic Advisory Board
- Board Member – Editorial Advisory, DeNovo Business Brief
- Associate Member, American Bar Association

## Awards & Recognition

- William J. Flannery Sales Awards – Sales Team of the Year for 2026
- Leonardo Inghilleri Service Excellence Awards – Firm of the Year for 2026
- BTI Consulting Super Listener A+ Team for 2026
- ClearyRated (formerly Client Savvy) 2025 Gold CX Award
- The American Lawyer’s 2025 Industry Awards – Winner for Best Business Team
- The American Lawyer’s 2024 Industry Awards – Finalist for Best Business Team
- BTI Consulting Client Service A-Team for 2021
- BTI Consulting Badass Business Development Firm for 2019
- Honoree – Crain’s Cleveland 2017 C-Suite, Chief Marketing Officer – Private Company
- Recipient – Legal Sales and Service Organization’s 2017 Sales & Service Team of the Year
- Recipient – 2013 Communicators Award of Excellence for Law and Legal Services for the Benesch website
- Benesch ranked highest of any non-AmLaw 200 firm in the country by *Marketing the Law Firm’s* 2012 national ranking list
- Legal Marketing Association
  - Inducted, LMA Hall of Fame – 2019
  - Midwest Your Honor Award – 2018 and 2020
  - First place for Practice Management – 2015
  - Second place for Identity Projects – 2015
  - Second place for Interactive Recruiting Campaign – 2013
  - Third place for Shale Initiative – 2013
  - First place for Competitive Intelligence/Market Intelligence Team – 2008

## Beyond the office

### **Favorite Vacation Spot**

Key West

### **Favorite TV Show**

David Letterman’s “My Next Guest Needs No Introduction”

### **Favorite Restaurant**

Pier W

## News & Insights

- [Law360 Pulse Highlights Benesch's Brand Refresh](#)  
February 27, 2026 | Media Mentions
- [Benesch Launches New Website and Refreshed Brand Reflecting Firm's Growth and Momentum](#)  
February 25, 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
- [Jeanne Hammerstrom featured in Crain's Cleveland Business | "CMO Jeanne Hammerstrom"](#)  
October 30, 2023 | Media Mentions
- [Jeanne Hammerstrom and Scott Golin quoted in MENAFN | "Benesch Selects Intapp to Strengthen Client Relationship Management"](#)  
March 30, 2023 | Media Mentions
- [Jeanne Hammerstrom interviewed on CMO Series Podcast](#)  
December 20, 2022
- [Jeanne Hammerstrom quoted in Crain's Cleveland Business | "A switch to digital efforts points to a hybrid marketing future"](#)  
April 5, 2021 | Media Mentions
- [Jeanne Hammerstrom mentioned in LexBlog | "Women Who Wow: Jeanne Hammerstrom"](#)  
March 9, 2021 | Media Mentions

## Speaking & Events

### PAST EVENTS

- [Navigating Success: Insights from Ohio's Leading Chief Marketing Officers](#)  
May 21, 2025 | Speaking Engagement
- [CMO Experience Roundtable: Influencing and Managing Your Team](#)  
April 24, 2025 | Speaking Engagement
- [Accelerating Action](#)  
March 8, 2025 | Speaking Engagement

- Inside Out: Building Client Service Teams for Better Business Development  
October 24, 2024 | Speaking Engagement
- Fishbowl Peer Exchange: Maximizing your Business Development, Client Service, and Cross-Selling Pipelines  
April 4, 2024 | Speaking Engagement