



# Jeanne Hammerstrom

Chief Marketing Officer

Cleveland

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## Overview

**Jeanne brings over 30 years of legal marketing and business development experience to her post and has firm-wide responsibility for client service and communications. Jeanne also participates in the firm's Executive, and Strategic Growth Committees.**

Jeanne has transformed marketing's role at Benesch, making it an integral part of the firm's ability to attract, serve and retain clients as well as top-notch legal talent. During her tenure, Benesch has grown substantially in size and reach, joining the AmLaw 200 and perennially earning recognition as one of Northeast Ohio's Best Workplaces. Under her leadership, Benesch was named one of BTI Consulting's Badass Business Development Firms; Client Service A-Team; Innovation Builder; and Brand Elite. Benesch's marketing department was recognized as the Sales & Service Team of the Year by The Legal Sales and Service Organization for their *Team Everest Peak Performers' Program* and also as the "Best Business Team" at the 2025 American Lawyer Industry Awards.

## 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

- Inductee, Legal Marketing Association Hall of Fame – 2019
- Honoree, Crain’s Cleveland 2017 C-Suite, Chief Marketing Officer – Private Company
- Recipient, the 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: [www.beneschlaw.com](http://www.beneschlaw.com)
- Recognized nationally as the #4 law firm marketing department in 2012 by MLF (an American Lawyer Media publication)

- Legal Marketing Association Annual Conference Awards:
  - 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
- [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