

Jeanne Hammerstrom

Chief Marketing Officer

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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 legal industry for her leadership and influence. A past national president of the Legal Marketing Association (LMA), she serves on several prominent advisory boards, including the Intapp CMO/CMBDO Advisory Board. She is also a Fellow of the College of Law Practice Management and an inductee of the LMA Hall of Fame. Most recently, Jeanne received the 2026 MarCom Platinum Award for Individual Achievement from the Association of Marketing and Communication Professionals.

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

- Clarion University of Pennsylvania, 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, Intapp CMO/CMBDO Advisory Board
- Associate Member, American Bar Association

Awards & Recognition

- Counsel Collective Behind the Brand: The Legal Edition, 2026
- 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

- Benesch Recognized with Two 2026 MarCom Awards by the Association of Marketing and Communication Professionals
  October 28, 2026 | Press Releases
- Benesch's Jeanne Hammerstrom Honored with 2026 Platinum MarCom Award
  October 28, 2026 | Press Releases
- Benesch's Corrina Wright Honored Among Crain's Cleveland Business' 2026 Notable Leaders in Communications
  October 26, 2026 | Press Releases
- 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
- Jeanne Hammerstrom Named Among Legal Industry Marketing Leaders in Counsel Collective's Behind the Brand: The Legal Edition 2026
  August 24, 2026 | Press Releases
- ALM | Law.com Quotes Jeanne Hammerstrom on Client Feedback Programs
  August 12, 2026 | Media Mentions
- Benesch Recognized by the Association of Marketing and Communication Professionals with Three 2026 dotCOMM Awards, Including Platinum for Website Redesign
  July 31, 2026 | Press Releases
- 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

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