



Liz Wall is among the first graduates of GMC’s sustainability MBA program. Now she’s helping “legal eagles” at a New York law firm get their careers soaring.

Elizabeth Wall is getting plenty of mileage from her Green Mountain College MBA. She is using her degree to build her expertise in marketing law firms focused on sustainability initiatives.

An alumna of GMC, Liz is the marketing manager for Pryor Cashman LLP, a law firm with 125 attorneys and offices

in New York and Los Angeles. She sums up her duties this way: “I give the attorneys the confidence to go out and sell their services. I’m responsible for anything the public sees or hears about the firm.”

While overseeing the firm’s overall brand, Liz also assists individual attorneys develop strategies to attract new clients,

from face-to-face business development sessions to building customized online networking profiles. “Our lawyers are great at what they do, but they don’t necessarily know the best way to secure clients. So I provide the attorneys with the collateral and training they need.”

When Liz assumed her role as the first marketing manager

I took a lot of the concepts about sustainability at GMC and applied them to my work situation.

– Elizabeth Wall, Director of Marketing, Pryor Cashman LLP

at Pryor Cashman in 2005, the firm was well-known for entertainment law but potential clients were largely unaware of other practice areas. “Pryor Cashman’s position—and its brand—were fixed in a previous era’s priorities,” Wall realized.

With the support of Pryor Cashman’s partners, Liz increased the visibility of the other practice groups. In the meantime, she began the two-year masters program at GMC.

“I would be lying if I said it was easy juggling work and school, but in the end it was rewarding.” In May of 2008, Liz was part of the first class of MBA grads at the College, and in June Pryor Cashman announced half year revenues were up almost 20% from the previous year.

As a result of the sustainable MBA, Liz has spearheaded Pryor Cashman’s “Thinking Green” initiative. Some of the changes were relatively low-

cost solutions like switching to recycled office paper, mandating duplex copying, and insuring that marketing materials were printed on 100% post consumer recycled stock. She’s also exploring methods to reduce the firm’s electricity use, evaluating natural cleaning products and expanding recycling practices.

“I took a lot of the concepts about sustainability at GMC and applied them to Pryor Cashman. I think it’s pretty rare to have such an obvious transport of practice from the classroom to the office,” Liz said.

Business professor Jacob Park served as one of Liz’s teachers and mentors at GMC, and he encouraged her to write about her activities. So she began submitting articles to marketing journals. Her articles “Creating Value through Corporate Social Responsibility Programs,” and “Developing a Coordinated Corporate Social Responsibility

Program,” delve into the relationship between people, profit and the planet.

These articles were recently published in the industry publication *Marketing the Law Firm* and on *Law.com*. Liz’s professional skills and her growing reputation as a maven for green practices in a law firm have made her hot property—she gets calls from advice-seekers and recruiters on a regular basis. “I cannot get over the opportunities in this industry if you have the right experience and education,” she said.