

Attorneys**Partner**

- Philip R. Hoffman

Director of Marketing

- Elizabeth A. Wall

Pryor Cashman Ranked 7th In U.S. In Marketing And Communications

The marketing trade publication *Marketing The Law Firm* has released its “fifth annual “MLF 50 – The Top Law Firms In Marketing and Communications.” We are proud to announce that Pryor Cashman has been selected for the second year in a row, rising from tenth in 2008 to seventh in the entire country in marketing and communications for 2009.

In the article which accompanies the survey, “So You Think That Marketing Is Not Top-of-Mind in Law Firms? Think Again!” author Elizabeth Anne ‘Betiayn’ Tursi writes: “Back in April of this year when I started to think about announcing The Fifth-Anniversary MLF 50, I tossed and turned about whether, in these challenging times for law firms, there might be anything to talk about. I am happy to say that there is, and the great news is that what is going on in firms with active marketing and communications departments is quite remarkable. The big difference is that the programs being created and implemented are all tied to business development. Even in the branding corridors, business development is the catalyst and that’s as it should be.”

Tursi writes that Pryor Cashman and the other firms on the list understand that “they are businesses and in order to prosper, they need to market themselves and communicate in a way that nurtures and protects their existing client base while constantly seeking out new business opportunities.”

Of the 50 firms on the MLF Top Law Firms In Marketing and Communications list, only five, including Pryor Cashman, are not among the largest 200 law firms in the country (the AmLaw 200).

Tursi notes that “this wasn’t an easy year for marketing and communications. And yet, in spite of the challenges, there are at least 50 firms which have demonstrated that having a plan and implementing it can lead to spectacular results.” Pryor Cashman is proud to be one of those firms.

To read the article, please [click here](#).

The December 2009 issue of *Marketing The Law Firm* featured Pryor Cashman in a separate article about the firm and its marketing initiatives. To read that article, please [click here](#).

Pryor Cashman’s Marketing Department is comprised of Elizabeth Wall, the firm’s Marketing Director, and Theresa Langley, both of whom work closely with partner Philip Hoffman and the firm’s Marketing Committee.