



Susan E. Steberl

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Education

Bachelor of Arts, Carthage
College, Marketing



Sue is the Director of Business Development at Godfrey & Kahn, responsible for the firm's overall marketing and business development strategy. She has more than 20 years of experience in the professional services industry and has worked exclusively with law firms for the past 17 years.

Sue works closely with attorneys and other professionals within the firm to identify opportunities for new business and implement initiatives to enhance the firm's profile within the marketplace. She is experienced developing and executing a wide variety of strategic marketing and business development initiatives, including: the creation of successful client proposals and presentations, conducting client interviews, associate marketing training, launching new practice areas, and organization and facilitation of high-profile client events

Activities

Co-Chair, Legal Marketing Association – Midwest Chapter – Milwaukee City Group
Member, Private Enterprise Counsel

Honors

Recipient of the Wisconsin Law Journal's Unsung Hero Award for Law Firm Marketing (2007)