

Michael Alan Webb, CDMP, PCM
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VP/Director of Marketing & Business Development

Summary

A highly accomplished marketing and business development professional with over 25 years of expertise in B2B development, strategic communications and brand management. Renowned for driving innovation, managing crises, and enhancing brand reputations for AmLaw 200 firms, professional services organizations, and global media outlets. Known for servant leadership, fostering collaboration, and achieving measurable business growth through creative, data-driven strategies.

An established leader in ethical business practices as a nonprofit ethics program director while concurrently building profitable relationships and spearheading high-impact corporate visibility initiatives. Capable and experienced operating in high-pressure industries, including legal, governmental, and nonprofit sectors—successfully developing programs that strengthen client acquisition, retention, and trust.

Energetic and adept at blending personality, leadership, and business acumen to foster meaningful connections as well as interpreting and managing complicated group dynamics. Possesses decades of solidly-built connections and business relationships with leaders and innovators across the professional services industry.

Gifted with natural ability to build trust and rapport among broadly diverse stakeholders, and ideally suited for executive roles in marketing, communications, and business development.

Core Competencies

- Strategic Communications & Reputation Management
 - Branding & Crisis Preparedness
 - Content Development & Thought Leadership
 - Business Development & Stakeholder Engagement
 - Team Leadership & Budget Oversight
 - Event Management & Public Speaking
 - Analytics-Driven Decision-Making
 - Ethical Operations & Leadership Training
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Professional Experience

Director & Editor-in-Chief

Consulting Magazine/American Lawyer Media LLC | 2021- Present

- Lead editorial strategy, content creation, and global awards programming for the leading consulting industry publication.

- Serve as the public face of the magazine at conferences and events, building relationships with top consulting firms, advertisers, and sponsors.
- Spearhead strategies to grow audience engagement and drive revenue through innovative content and marketing initiatives.

Public Relations Director

Winstead PC | 2016 – 2019

- Directed communications for a prominent AmLaw 200 law firm, enhancing its visibility and driving brand equity.
- Developed strategic messaging and campaigns to support business goals in highly competitive markets.

Texas Business Development Manager

Akin Gump Strauss Hauer & Feld, LLP | 2013 – 2016

- Managed regional marketing and client development initiatives for Texas offices of a global law firm.
- Executed multi-channel strategies that strengthened client relationships and elevated market presence.

Senior Vice President, Development and Public Reputation Services

Jaffe Public Relations | 2010 – 2013

- Launched and grew the firm's Texas operations, generating nearly \$1M in new business within three years.
- Delivered strategic marketing and business development coaching tailored to legal industry needs.

Director of Marketing, Business Development

Gardere Wynne Sewell, LLP | 2001 – 2010

- Established and led firm-wide marketing and communications programs as the firm's first Communications Manager.
- Promoted to Director, overseeing business development initiatives and client relations strategies for Texas offices of international law firm.

Public Information Officer/ Marketing Communications

City of Dallas/WRR | 1999 – 2001

- Directed strategic marketing and development for WRR 101.1 FM, enhancing audience engagement and community support.
- Managed public relations and external communication efforts for a historic city-owned radio station.

Accomplishments & Leadership Highlights

- Successfully guided AmLaw 200 firms through industry paradigm shifts in legal marketing and business development.
 - Recognized as a dynamic event moderator and host for international awards programs, including Rising Stars in Consulting and Women Leaders in Technology.
 - Known for pioneering creative solutions to amplify corporate messaging, increase market share, and build lasting relationships.
 - Acknowledged advocate and driver of ethical business practices as 15-year leader of nonprofit ethics awards program – Greater Dallas Business Ethics Awards and Chair for the North Texas Ethics Association.
 - Veteran executive organizational leader for professional and nonprofit boards at local and national levels.
 - Experienced speaker, published author and moderator on business development, consulting, legal marketing and communications topics.
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Education

- Texas A&M University, Corpus Christi, Texas – B.A. in Communications
- University of Texas at Austin – Three years studies in Marketing and Advertising

Certifications

- CDMP, Certified Digital Marketing Professional - Digital Marketing Institute
- PCM, Professional Certified Marketer - the American Marketing Association.