

Michael Alan Webb, CDMP, PCM
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Chief of Marketing and Business Development

Summary

Established professional communications veteran with more than 24 years of experience, directing high-level communications, public relations, marketing and business development for top national law firms and professional services organizations.

Recognized as an industry innovator, guiding AmLaw firms through branding, communications, crisis management and evolution of seismic paradigm shifts in accepted industry business development practices.

Solidly experienced working with executives and senior firm leadership creating and implementing innovative programs in highly competitive professional service sectors – with an earned reputation built on the ability to initiate, build, and strengthen strategic client relationships, and drive business growth.

Thrives in high-pressure environments, and excels at fostering creative solutions and innovative strategies with internal teams, boards, executives, and collaborators. Practices a leadership style defined by a 360-degree approach to analysis combined with attention to detail in achieving strategic goals. Known for a collaborative, servant-leadership style, encouraging creative problem-solving backed with data-supported strategic thinking.

Currently, Director and Editor-in-Chief of American Lawyer Media's flagship business and finance publication, Consulting Magazine – overseeing all content development and writing, global awards programming, sales, events, and serving as brand ambassador to the world's largest consulting firms.

Core Expertise

- Highly skilled writer and content creator, curating news, editorial and thought leadership content for attorneys, law firms, practice groups and a global professional service industry publication
- Communications expert guiding reputation management, crisis preparedness and response, media relations and social media messaging and community engagement
- Successful developer of innovative programs and strategies to engage stakeholders, drive brand messaging and secure new business
- Adept relationship builder skilled at identifying and building beneficial client connections and strengthening network associations for the specific purpose of long-term growth
- Skilled at managing teams, multiple projects, initiatives and budgets - especially among shifting goals, deadlines as well as internal and external client demands
- Strong proponent and driver of analytics and technology to substantiate informed, strategic marketing decisions

- Accomplished public speaker and moderator presiding over international and domestic professional awards and recognition programs, panel discussions and executive interviews
- A collaborative servant-leader who thrives fostering creative solutions and innovative strategies within teams

Professional Experience

Director/Editor-in-Chief

Consulting Magazine/American Lawyer Media LLC

2021- Present

Responsible for the success and quality of content and coverage including guidance of editorial quality and integrity, strategic planning and financial oversight. Development and implementation of strategies to grow audience and revenue, while acting as the public face of the publication for industry events and conferences. Building and maintaining relationships with key stakeholders, advertisers, sponsors, and industry leaders, and working to promote events within the industry. Consulting Magazine is the preeminent news journal of the consulting profession and the authority in the advisory world for more than 25 years. It is part of ALM (formerly American Lawyer Media) a media company headquartered in NYC. (consultingmag.com)

Public Relations Director

Winstead PC

2016 – 2019

Strategic communications lead for venerated Texas real estate, construction and banking law firm. Responsible for development and delivery of strategic messaging to relevant stakeholders and audiences, raising firm profile and driving strategic brand goals. Winstead is a full-service, Dallas-based, AmLaw 200 law firm; 325 attorneys; seven offices in Texas, North Carolina. (winstead.com)

Texas Business Development Manager

Akin Gump Strauss Hauer & Feld, LLP

2013 – 2016

Development/marketing lead for Texas offices, practices and attorneys of esteemed international law firm founded in Dallas. Responsible for coordination and execution of regional, national and international marketing strategy and client pursuit activities. Akin Gump is a full-service, AmLaw 50 law firm; 900 attorneys; 20 offices in US, Europe, Russia, Asia and Middle East. (akingump.com)

Senior Vice President, Development and Public Reputation Services

Jaffe PR

2010 – 2013

Launched reputed and long-established Washington D.C. PR firm's inaugural business pursuits in Texas, establishing nearly \$1M in new client business revenue in less than 36 months. Developed key client relationships with litigation and construction firms. Delivered strategic marketing plan development and coaching services. Jaffe is the world's largest, full-service public reputation management consultancy focused solely on the legal industry. (jaffepr.com)

Director of Marketing, Business Development

Gardere Wynne Sewell, LLP

2001 – 2010

Hired in 2001 as firm's first communications manager leading all external communications. Responsible for marketing, public relations and branding initiatives and external agency management. Promoted to Director in 2004, developing and implementing firm-wide business development, marketing and client relations activities. Gardere was a full-service, Dallas-based, Am Law 200 firm; 265 attorneys offices in Dallas, Houston, Austin and Mexico City.

Public Information Officer/ Marketing Communications

City of Dallas Public Information Office liaison for WRR 101.1 FM, classical radio station. Developed and managed strategic marketing initiatives to increase ratings, sales, visibility and community support. Responsible for content and interaction with external audiences through media/public relations, website and special events. WRR is a city-owned commercial radio station; the first licensed broadcast station in Texas and the nation's second-oldest radio station.

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.

Civic/Professional Leadership

Respected speaker, published author and moderator on business development, consulting, legal marketing and communications topics in local, regional and national venues. A full list of published articles, content development, programming and branding can be viewed at mwebbportfolio.com.

Established leader, board member and advocate for professional and civic organizations including:

Legal Marketing Association, Member	2001 – 2019
LMA Southeast Chapter, Member, Board of Directors	2006 – 2011
LMA Texas Chapter, Founder, Chapter President	2011 – 2013
LMA/ABA 20/20 Ethics Task Force, Member	2009 – 2013
North Texas Ethics Association Board Chairman, Executive Director	2010 – 2019

The North Texas Ethics Association, Inc. (NTEA) provided training and educational opportunities to businesses in the DFW area as part of its goal to inspire, recognize and educate companies regarding ethical businesses practices. Through the Greater Dallas Business Ethics Awards, NTEA recognized and celebrated Dallas-based companies that demonstrated and substantiated commitment to ethical business practices in everyday operations, management philosophies and responses to crises or challenges.

Honorees included *AT&T, Brinker International, The Container Store, Dave & Buster's, Interstate Batteries, Fluor Corporation, Kimberly-Clark, la Madeleine, The Richards Group, TXU, Trammel Crow and more than 30 others.*