



COLLEGE OF LAW PRACTICE MANAGEMENT

FUTURES FORUM

Stronger Together: Collaboration Across Law Firm Professional Functions

THURSDAY, NOVEMBER 5, 2026 • 12:00 PM TO 1:00 PM CDT

PANELISTS



Jeanne Hammerstrom

Chief Marketing Officer, Benesch

As the Chief Marketing Officer at Benesch, Jeanne Hammerstrom shapes the firm's strategic approach to brand positioning, business development and client experience. With more than 30 years of experience in the industry, she is known for building high-performing teams and driving innovative, client-centric programs that translate directly into firm growth. Jeanne's work has earned consistent national recognition for excellence in marketing and business development, client service, and team performance. Most recently, her Marketing & Business Development team was honored with The American Lawyer's Best Business Team award. She is a past national president of the Legal Marketing Association and a member of several prominent advisory boards, including the Intapp CMO/CMBDO Advisory Board, Kaitongo Strategic Advisory Board and TerraLex Strategy Advisory Task Force. Jeanne is also a Fellow of the College of Law Practice Management and was inducted into the Legal Marketing Association Hall of Fame.



Kelly MacKinnon

Chief Marketing and Business Development Officer, Gibson Dunn

Kelly MacKinnon is the Chief Marketing and Business Development officer at Gibson Dunn where she oversees a global team driving and supporting business development and visibility efforts. Prior, Kelly oversaw the business development and visibility initiatives at Shearman & Sterling and Fried Frank and held senior positions at Cleary Gottlieb and Paul Weiss. Preceding her legal marketing career, Kelly worked in the broadcast department for the NHL, in marketing at Bon Appétit magazine, and coached women's ice hockey internationally. She has been an active LMA member since 2008, holding various local and international board positions including as the 2021 international president. Kelly was named to the 2026 Class of Law Practice Management Fellows. She received her BA in American history and business from Brown University and was a four-year Division 1 athlete, playing both field hockey and ice hockey. Kelly was a six-year member of the U.S. Masters Women's field hockey team and was named to three Masters World Cup teams.



Randi Revisore

Chief Business Development Officer, Vinson & Elkins

Randi serves as Chief Business Development Officer, globally overseeing the firm's business development function, with additional oversight for the firm's charitable efforts and client service programs. Before that, Randi was a practicing lawyer at the firm, with an emphasis on corporate finance and securities law.



Allan Schoenberg

Chief Communications Officer, Vinson & Elkins

Allan leads a team responsible for the firm's comprehensive public relations efforts, encompassing brand services, media relations, internal communications, rankings, and digital media. His team employs a multi-channel strategy to elevate the firm's brand and reputation through storytelling and thought leadership. Allan is dedicated to fostering a strong organizational culture, enhancing brand identity, and managing the firm's reputation. He excels in developing and implementing strategic communication plans that align with business goals and ensuring consistent messaging. His expertise includes issues management, thought leadership, and using data-driven insights to shape communication strategies.

MODERATOR



Deborah Farone

Author and Strategy Consultant, Farone Advisors

Deborah Farone is the founder of Farone Advisors LLC, where she advises leading law firms on business development strategy, partner coaching, and rainmaking. She works with firms and lawyers across the United States, Europe, Latin America, and Asia, designing training programs that help partners grow thriving practices. Before launching her consultancy in 2017, Deborah served as Chief Marketing Officer at Cravath, Swaine & Moore for approximately 14 years and previously led marketing and business development at Debevoise & Plimpton. She is the author of two books published by the Practising Law Institute: *Best Practices in Law Firm Business Development and Marketing* and *Breaking Ground: How Successful Women Lawyers Build Thriving Practices* (2026), which was named a finalist for Best New Business Book in the International Book Awards. Deborah is an LMA Hall of Fame inductee and a Fellow of the College of Law Practice Management.