

# DEBORAH BRIGHTMAN FARONE

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## Biography

Deborah Farone has played a role in developing the best practices in professional services marketing by working with some of the most respected and demanding professionals in the world.

Deborah is the author of the book, [\*"Best Practices: Marketing and Business Development for Law Firms"\*](#) (PLI 2019), a work based on more than 60 interviews with law firm leaders, general counsel, and innovators in the profession. The book is carried by Harvard, Yale, and Columbia law Schools.

Her advisory practice focuses on helping professional service firms and individuals with their marketing strategy, training and development and strategic planning.

Deborah, a College of Law Practice Management Fellow, is the former CMO of two of the country's most prestigious law firms, Cravath and Debevoise & Plimpton. Prior to joining the legal marketing profession, she worked at the global management consulting firm Willis Towers Watson. Deborah has been honored with the LMA's Legacy Award, in recognition of making "a distinguishable mark on the chapter and the profession," and is a member of the LMA's Hall of Fame.