Chris Postizzi Featured on Passle's CMO Series Podcast

April 13, 2023

MG+M The Law Firm's Chief Marketing + Business Development Officer Chris Postizzi was featured on an episode of Passle's CMO Series podcast. He joined host Charles Cousins, vice president of sales at Passle, to discuss building our firm's Marketing + Business Development team, including undertaking two pivotal projects within Chris' first 18 months at the firm.

In his role, Chris is responsible for the strategic development and implementation of the firm's marketing and business development initiatives, including internal and external communications, RFP and pitch support, digital strategies and website management, advertising, social media, and graphic design. He has a passion for team building, implementing new marketing technologies, and collaborating with partners to increase revenue and enhance their external brands.

During the episode, Chris and Charles discuss how Chris came to his role at MG+M, the ways the firm has continued to grow, the projects he and the Marketing + Business Development team have prioritized in the last year, and the approach they've taken on their work at MG+M. Chris also shares advice for others trying to build out their marketing and business development function.

Listen to the full episode.

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