

Cahill Gordon Looks Within Ranks For 1st Marketing Chief

By Emily Sawicki

Law360 (January 16, 2025, 4:45 PM EST) -- Cahill Gordon & Reindel LLP has elevated its marketing and business development director to the newly established role of chief marketing officer.

With more than 20 years of experience in the world of marketing and communications, Julie L. Cohen earned the executive title at Cahill Gordon after more than five years leading business development and marketing at the firm, according to an announcement Wednesday.

Cohen's promotion into an inaugural chief marketing officer role brings Cahill Gordon into the ranks of other firms that have added the position, such as Eckert Seamans Cherin & Mellott LLC, which brought on Matthew T. Goffee as its CMO earlier this month.

During an interview with Law360 on Thursday, Cohen said the creation of the chief marketing officer role was the result of broader goals set by Cahill Gordon executive committee Chair Herbert Washer, who took the reins as sole chairman of the firm last year.

"The firm has been expanding into multiple new practice areas which are adjacent to our existing strengths," Cohen said. "Every partner has been a pleasure to work with — the existing Cahill partners and many new laterals that have come in."

"So, my job has been — with an emphasis in the last year [to] 18 months — to work with these new groups that are coming in and help integrate them into the firm and define their brand in the public eye overall," Cohen said. "I think it's really great timing for the elevation to the CMO role, to help the firm achieve its strategic goals and the vision that Herb has set forth."

Giving the marketing team a seat at the table helps to integrate strategic business development objectives with other firm goals from the outset, Cohen said, and allows her to better support the firm as it continues to grow.

"Julie, in her more than five years of service at Cahill, has proven to be a cornerstone of support for our existing partners and the teams of laterals we continue to attract as we execute our growth strategy," Washer said in a statement.



Julie L. Cohen

"She and her team have been instrumental in strengthening the firm's brand and showcasing our notable experience, elevating partners' thought leadership, and strengthening client engagement," Washer said.

After earning her bachelor's degree in communications from Rutgers University, Cohen started her career in communications and marketing, first as a communications coordinator at the Museum of Jewish Heritage.

After about two years there, Cohen moved into her first law firm role with Dechert LLP, where she held a marketing assistant role for more than a year before joining Skadden Arps Slate Meagher & Flom LLP. Cohen spent the next two and a half years with Skadden Arps, departing the firm as senior marketing and business development coordinator.

From there, Cohen moved on to Kasowitz Benson Torres & Friedman LLP, where she was marketing and communications manager and head of the marketing team.

It was during her tenure at Kasowitz Benson that Cohen returned to the classroom, getting a master's degree in strategic communications/branding from Columbia University.

After nearly five years, she moved on to Sidley Austin LLP, where she spent the next four years, departing as director of marketing for New York and Boston.

Cohen was then vice president and digital marketing lead for global technology at JPMorgan Chase, a role she held for more than two and a half years before moving to Cahill Gordon in 2019.

Cohen said she has been "really intentional" with the types of firms and organizations she has joined over the course of her career, and enjoys working with "smart, accomplished" professionals — "They know what they want and go after it," Cohen described.

Working in law firm marketing has also allowed her to remain a generalist, she said, with involvement in business development, strategic communications and marketing.

Cohen has spent more time at Cahill Gordon than anywhere else she has worked over her two-decade career, due in large part to the partners, she told Law360.

"They are good people, and they are absolutely a pleasure to work with, and the culture of the firm is set by the tone of these partners," Cohen said, adding that she also respects what the firm has achieved in its more than 100-year history.

--Editing by Stephen Berg.