



## Carolee Swallie

Director, Business Development & Marketing

### let's connect

D 801.297.1873 O 435.252.1360

[cswallie@mabr.com](mailto:cswallie@mabr.com)

Salt Lake City

### education

- M.S., Northwestern University, Medill School of Journalism, Integrated Marketing Communication
- B.S., Utah State University, Mass Communications & Broadcast Journalism

Carolee Swallie serves as Director of Business Development and Marketing for Maschoff Brennan. She works with firm leadership, practice groups, and individual attorneys in setting and driving business development agendas and forging collaborative relationships with the clients they serve.

Carolee and her team are focused on helping the firm's attorneys connect with clients by building and strengthening business relationships, delivering services in new ways, and continuously improving the client experience.

Within this framework, she provides strategic direction around the creation and implementation of the firm's long-range business development plans and initiatives. Carolee is also charged with overseeing the conception and execution of client service strategies, client entertainment and appreciation, internal and external communications, advertising, social media, public relations, website, analytics, and brand management. In addition, she directs the execution of cutting-edge business development initiatives at the firm through training, education, and coaching. She feels incredibly proud and privileged to work every day with some of the brightest legal minds in a firm that values the power of business development and marketing.

Carolee has over two decades of experience working with national and AmLaw 200 law firms, previously holding leadership positions at Dorsey & Whitney; Kirkland & Ellis; Brinks Gilson & Lione, and most recently, Poyner Spruill. She holds a master's degree in integrated marketing communications from Northwestern University and a bachelor's in mass communication and journalism from Utah State University. She also has been published frequently in legal publications and delivers speeches on a range of topics such as legal marketing, sales, legal metrics, and professional development and training.

Outside the office, Carolee enjoys traveling and finding those interesting places "even the locals don't know about." She is an avid gamer and spends much of her free time playing MMOs, FPSs, and traditional board games.