

Betsy Donovan

HEAD OF US MARKETING AND BUSINESS DEVELOPMENT | NEW YORK



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Betsy is the head of US marketing and business development.

She has an extensive background in professional services business development, marketing and communications, having most recently served in chief marketing officer and global director of business development at two Am Law 25 global law firms respectively. Previously she was director of business development, sales and marketing at Ernst & Young for 15 years. Betsy designed and implemented award winning signature client relationship and loyalty programs.

She earned her MBA from Fordham University and is a visiting professor of marketing at CNR. She holds Board and volunteer positions in a number of community and arts organizations, including the Breast Cancer Alliance of Greenwich, Carter Burden Center for the Aging in New York City, and Gettysburg College.

Education

Fordham University, MBA

Languages

English

Memberships

Legal Marketing Association

Key dates

Year joined: 2015

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