

August 6, 2025

CBDO John Byrne Quoted in The Legal Intelligencer



John Byrne

Chief Business Development Officer [John Byrne](#) recently spoke with *The Legal Intelligencer* for the story “Strategic Allies: How Communications Teams Can Drive Law Firm Growth by Supporting Key Client Account Teams.”

The article discusses how, when leveraged strategically, a law firm’s communications team can play an important role in supporting key client account efforts by bringing insights, visibility and credibility to these important relationships.

John was quoted in the article on the topic of social listening and the valuable role law firm communications professionals can play in tracking client mentions in the media.

“Since most comms folks are highly attuned to and skilled at monitoring media—both traditional and social – including them in efforts to gather competitive intelligence for pursuing new clients and new business from current clients is a no-brainer. One of the easiest ways to connect with both prospects and clients is to reach out when they are in the news or posting about their own new business or events they are attending or sponsoring. Getting regular alerts for media mentions is an integral part of key client account management.”

The full article, which is behind a paywall, is [available on Law.com](#).