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Gould & Ratner CMO John Byrne Appointed President-Elect of LMA for 2024



John Byrne

Gould & Ratner is pleased to announce that John Byrne, the firm's Chief Marketing Officer, has been selected to serve as President-Elect of the Legal Marketing Association (LMA) for 2024, and will serve on its International Board of Directors. The appointment becomes effective on January 1, 2024.

"I am delighted and honored to be chosen to serve as LMA's President-Elect in 2024," Byrne said. "I look forward to contributing to LMA's continued success in providing top-notch educational programming and networking opportunities to our members, as well as helping guide our strategic growth and development within the rapidly changing legal profession."

Byrne has spent nearly 30 years helping lawyers and law firms succeed, drawing upon his unique combination of experience as a practicing lawyer, marketing and sales director, professional journalist and publisher, career coach and recruiter, and small business owner. As Gould & Ratner's CMO, his top priority is helping lead and support the firm's overall growth, as well as its delivery of unparalleled service to its clients.

"One of John's most valuable skills is his ability to connect with lawyers and clients alike, listening to them and understanding their needs to create strategies for success," said Linsey Cohen, a Managing Partner of Gould & Ratner. "His leadership style and experience will most certainly contribute to LMA's future success."

Byrne's tenure on the LMA International Board of Directors will continue through 2026, after his service as President and Immediate Past President. He is currently a Member-at-Large on the International Board of Directors, and previously has served on the board as Treasurer-Elect, Treasurer and Regional Leaders Committee Chair, as well as co-chair of several international committees. Byrne, who has been an LMA member since 1998, also has served as the President of LMA's Midwest Region.

LMA, with more than 4,000 members across the globe, is the voice of the legal marketing and business development profession, a community that brings together all levels, from CMOs to entry-level specialists from firms of all sizes, to consultants and vendors, lawyers, marketers from other professions and marketing students, all to share their collective knowledge. LMA has eight regions and more than 40 local groups across the United States, Canada and Europe, and its members hail from 48 U.S. states and 24 countries. Members at every stage in their career development benefit from participating in LMA's array of programs and services. For more information, visit www.legalmarketing.org.