

John Byrne

Chief Business Development Officer



Connect with John

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Bio

As Chief Business Development Officer, John's top priority is leading and supporting the firm's growth and delivery of unparalleled service to its clients. In his role, John draws 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.

John has spent nearly 30 years in the legal profession, with much of that time devoted to helping lawyers attract new clients and engagements. He has particular skill in business development and traditional sales, as well as writing, marketing communications and public relations. John's most valuable skill, though, is his ability to connect with lawyers and clients alike, listening to them and understanding their needs to create strategies for success.

An active participant in the 4,000-member Legal Marketing Association, John is its Immediate Past President for 2026. His service on its International Board of Directors includes roles as President, President Elect, an at-large member, chair of the Regional Leaders Committee, Treasurer-Elect and Treasurer. He has also served as President of the group's Midwest Region, as well as co-executive editor of LMA's Strategies magazine in 2015-16 and as co-chair of LMA's Annual Conference in 2014.

John earned his law degree from Loyola University Chicago and his bachelor's degree from the Medill School of Journalism at Northwestern University, where he was the editor in chief of *The Daily Northwestern*. For the past few years, John has served as chair of the board of directors for Students Publishing Co., Inc., the independent nonprofit entity that owns and operates *The Daily Northwestern*.

Credentials

Education

Loyola University Chicago School of Law

Northwestern University Medill School of Journalism

Affiliations

Legal Marketing Association, 1997-present

- President, 2025
- Member, Board of Directors, 2001-2002, 2020-present
- President, Midwest Region, 2019
- Co-executive editor, Strategies magazine, 2015-2016
- Co-chair, Annual International Conference, 2014

Students Publishing Company of Northwestern University, Inc.

- Alumni member, Board of Directors, 2015-present
- Chair, Board of Directors, 2019-present

Speaking Engagements

- [Fred Tannenbaum Moderated and John Byrne Participated in a LawExchange International Marketing Roundtable, October 27, 2020](#)
- [Gould & Ratner CMO Moderated LMA In House Counsel Panel, June 19, 2019](#)

News

CBDO John Byrne Quoted in The Legal Intelligencer, August 6, 2025

Gould & Ratner CMO John Byrne Appointed President-Elect of LMA for 2024, December 4, 2023