

Kathryn Whitaker

Chief Marketing Officer

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Kathryn Whitaker is the Chief Marketing Officer of Burr & Forman LLP. She works closely with firm management and practice group leaders to develop and implement marketing and business development plans, while overseeing efforts to facilitate cross-office and cross-practice collaboration for the benefit of firm clients. Kathryn also manages branding and marketing strategy, including communications, media, and public relations.

Her past roles include leading the marketing function for regional law firms based in North Carolina and South Carolina and overseeing the business development efforts for the Southeast region of a global law firm. Additionally, Kathryn's background includes recruiting and consulting with Calibrate Legal, helping law firms achieve superior business results through the strategic use of people, processes, and technology. She is a champion for organizational excellence and driving measurable business impact.

Kathryn is a past member of the Legal Marketing Association Board of Directors and previously served as President of the organization's Southeast Region. She is currently an appointed member of the Mount Pleasant Culture, Arts & Pride Commission; on the Steering Committee of Women United for Trident United Way; and a Dream Team member with Seacoast Church. She is the mother of two and a proud graduate of Clemson University.

Speaking Engagements

- "Business Development Fundamentals," Legal Marketing Association Annual Conference, April 2023
- "Techniques to Establish and Deepen Client Relationships," International Legal Technology Association Webinar, April 2023
- "Hiring, Developing and Retaining a Legal Marketing Team," Legal Marketing Association Southeastern Conference, October 2022

EDUCATION

Clemson University

Kathryn Whitaker

- “Attorney Onboarding: How to Position Your Firm for Future Success,” Legal Marketing Association South Carolina Training, June 2022
- “Empowering Women in Law Firm Leadership,” Managing Partner Forum, May 2022
- “Demonstrating Your Value by Expanding Your Capabilities,” Legal Marketing Association Podcast, March 2021
- “How Law Firm Leaders Can Lead Through Crisis and Build Resilience,” Intapp Webinar, April 2020
- “Creating a Niche Market at Midsized Firms,” Legal Marketing Association Annual Conference, April 2019
- “The State of the Legal Industry,” ALM Legalweek, January 2018
- “Successful Client Feedback Programs at Small to Midsize Law Firms,” Legal Marketing Association Webinar, November 2017
- “Strategic Planning Best Practices,” Legal Marketing Association Southeastern Conference, September 2017
- “Revenue Generation Through Client Appreciation,” Legal Marketing Association Southeastern Conference, September 2016
- “DIY Marketing Workshop for Solo & Small Firms,” Campbell Law School Training, July 2016
- “Passing the Torch Without Getting Burned: Succession Planning for Law Firms,” Legal Marketing Association Southeastern Regional Conference, September 2015
- “Using Social Media to Market Your Practice,” South Carolina Bar Training, November 2013
- “LinkedIn for Lawyers,” Greensboro Bar Association Training, September 2012

Speaking Engagements

- “Business Development Fundamentals,” Legal Marketing Association Annual Conference Speaking Engagement, Hollywood, FL, 04.24.2023
- “Hiring, Developing and Retaining a Legal Marketing Team,” Legal Marketing Association Southeastern Conference Speaking Engagement, 10.2022
- “Attorney Onboarding: How to Position Your Firm for Future Success,” Legal Marketing Association South Carolina Training Speaking Engagement, South Carolina, 06.2022
- “Empowering Women in Law Firm Leadership,” Managing Partner Forum Speaking Engagement, Virtual, 05.2022
- “Creating a Niche Market at Midsized Firms,” Legal Marketing Association Annual Conference Speaking Engagement, 04.2019