

## **Law Firm Leaders Spotlight with Keith Dubanevich**

**State your name, title and law firm.**

*Keith Dubanevich, Shareholder Attorney at Stoll Berne in Portland, Oregon*

**How long have you been practicing law?**

*Since 1983*

**How have your marketing efforts evolved during the last five years?**

*Over the past five years our firm has implemented a bigger social media presence as well as a more concerted effort towards public relations and media attention. We focus on our representative cases to showcase our work as well as developing ways to help attorneys with a variety of business development needs.*

**How has working closely with your Marketing Department been beneficial to the firm in the months since COVID-19 began?**

*Because of our firm size, our Marketing Department is a team of two, our Marketing & PR Manager and myself. It is important for our Marketing & PR Manager to have the backing of a Shareholder to help drive initiatives and move the needle forward. Together we brainstorm ideas, different approaches, and overall goals. We work with Associates on business development plans, meeting with them often to discuss their trajectory. During COVID-19 and working from home, we have maintained weekly communication and find that our system has been seamless with our ideas and our work product is just as productive as it was while we were all in the office together.*

**What are some new marketing initiatives that your firm has worked on as a result of COVID-19?**

*Keeping lines of communication open so that clients, colleagues, and referral sources know we are available to them and open during COVID-19 even while we currently work from home has been our most important focus. We already had robust IS/technology and we have expanded our use of networking and teamworking software. We have also worked hard to ensure we remain visible on social media and in the press and we work to remind our lawyers to stay in contact with their networks. Our cases tend to lend themselves well to this type of format.*

**How does your Marketing Department drive strategic plans and lead the charge in a time of change?**

*As I mentioned earlier, with a small marketing team we cover everything from public relations to website management/development to RFP development to social media management to database management and much more. We look for those unique ideas that make sense for the firm and our goals and then devise a plan for ways to implement them. Open communication is key and our firm values require that all our attorneys be approachable and open to discussing new ideas and marketing methods.*

**What is your firm's most effective marketing channel?**

*We employ a variety of channels and believe that all of them play an important role in our overall goals. Social media allows us to be visible. Staying connected with the press allows our cases and our thought leadership to be showcased. We renovated our website a few years ago and it maintains a robust and detailed list of our representative cases. These are just a few of our tactics and combined with several other strategies we feel we have a well-rounded and robust program.*

**What marketing and business development initiatives born out of COVID-19 will be used in the future?**

*Looking for effective ways to communicate with contacts beyond the traditionally employed coffee, lunch and happy hour meetings have proven to be extremely important and beneficial. Staying connected with our clients, professional colleagues and referral sources is our most important goal. Of course, while returning to in-person meetings will be ideal in the future, we definitely plan to continue to employ our social media and public relations tactics well beyond COVID-19.*

**How do you see the legal industry changing in the next 5 years?**

*As more Millennials than ever continue to gain traction in decision making roles in law firms and with the upcoming Generation Z joining the workforce, I can see changes in how law firms function internally. The typical units of workflow will always be there but, most of all, COVID-19 has shown that different work models can be productive and allow a greater amount of balance to attorney and staff lives. Expanded use of technology and telecommuting is likely. As firms change and new generations take over, being nimble, flexible and understanding workforce needs will be more important than ever.*