



Kimberly G. Schmittel

Title: Chief Marketing & Business Development Officer

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Kim Schmittel joined Stites & Harbison in 2014 after more than eight years with a nationally recognized law firm headquartered in the Midwest. In overseeing the marketing and business development efforts for the firm, Kim spends the majority of her time working with attorneys to help translate firm strategies and goals into actionable items. She oversees the functional areas supporting business development including RFPs and pitches, seminars, events and sponsorships, attorney positioning, market research and competitive intelligence, client relationship management data, and practice group/attorney support. Additionally, she ensures every initiative and marketing channel is properly positioned and messaged according to firm standards including strategic positioning, advertising and promotions, collateral, and creative services.

Kim also maintains an extensive career in professional services and nonprofit business development, corporate relations, marketing, and marketing research.

FIRM LEADERSHIP

- Artificial Intelligence Committee, Member
- Diversity Committee, Member
- Lateral Recruiting Committee, Member (2020-2023)
- Diversity and Inclusion Task Force, Member (2021)

EDUCATION

- Miami University, School of Business Administration B.S., Organizational Behavior with concentration in Marketing Research 1996

MORE THAN STITES & HARBISON

An avid runner, Kim has run two full marathons and countless half marathons. She doesn't plan on running another full marathon again - but she said that after the first one as well. *Non-attorney