STITES & HARBISON PLLC

Kimberly G. Schmittel

Title: Chief Marketing & Business Development Officer

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As Chief Marketing & Business Development Officer at Stites & Harbison, Kim Schmittel leads the firm's integrated approach to business development, client engagement, marketing communications, and brand strategy. Kim partners closely with firm leadership, practice groups, and attorneys to align business development initiatives with the firm's strategic objectives and translate those goals into measurable actions and results.

She oversees a broad range of marketing and business development functions, including proposals and competitive pitches, client relationship management and key client programs, strategic planning, attorney and thought leadership positioning, market and competitive intelligence, digital marketing, events and sponsorships, communications, and practice group support. She also plays a key role in leveraging data, technology, and analytics to identify growth opportunities, strengthen client relationships, and enhance the firm's overall business development efforts.

In addition, Kim is responsible for ensuring the firm's brand, messaging, and client experience remain consistent across all marketing channels and initiatives. She oversees strategic communications, advertising, content development, website and digital presence, creative services, and other firmwide marketing programs that support the firm's reputation and growth objectives.

Kim brings extensive experience in professional services marketing, business development, client engagement, corporate relations, and market research. Throughout her career, she has focused on helping organizations strengthen relationships, elevate their brands, and achieve strategic growth.

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

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When she's not working, Kim can often be found at a sporting event, on a run, or with a book in hand. An avid runner, Kim has completed two full marathons and countless half marathons. She has particularly treasured the opportunity to watch her children compete in collegiate field hockey and football over the years. *Non-attorney