



Anne Schuster

Chief Marketing Officer

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EDUCATION

- San Francisco State University, M.B.A.
- University of California at Davis, B.A.

EMPLOYMENT

- Thompson Coburn LLP Chief Marketing Officer, 2001-Present
- PricewaterhouseCoopers Director of Marketing - San Francisco Office, 1998-2001
- Coopers & Lybrand LLP Marketing Manager, 1996-1998
Marketing Associate 1989-1996

Anne is a senior marketing strategist who designs and executes innovative Firmwide marketing and business development programs.

During her 19 years with Thompson Coburn, Anne has championed the expansion of digital marketing platforms and enabling technologies that help the Firm serve its clients better and dramatically improve brand positioning and process. She has led the launch of two proprietary software development initiatives and expanded and improved the firm's CRM system to support sales and client relationship efforts.

Anne works collaboratively with the Firm's business development leaders to align marketing and sales strategies and improve sales efficacy. In her work with practice groups and individual attorneys, Anne thinks creatively to develop results-driven marketing plans that empower attorneys with varying levels of sales experience and position them for success. She has extensive experience in the successful integration of lateral attorneys and strategic approaches for law firm mergers and market expansion.

Supported by a hand-picked team of award-winning marketing professionals and technologists, Anne helps attorneys capitalize on their strengths, reach wider audiences and make a true impact in the market.

Before joining the legal industry, Anne gained significant professional services experience while providing key support to PricewaterhouseCoopers in San Francisco and serving on one of PwC's national pursuit teams.