



William McLaughlin

Director of Marketing

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William leads strategic marketing initiatives, working closely with firm leadership to enhance brand positioning and drive client acquisition across diverse industries.

He oversees the firm's marketing team, establishing and executing data-driven marketing and communications plans for the firm and its practice groups. He oversees campaign execution, client communications, and content strategy, and partners with practice groups to tailor marketing initiatives that align with their growth objectives.

William brings 10 years of experience in legal marketing in Southeast Asia, having served in business development roles for Baker Mackenzie and ZICO Law in Bangkok, Thailand. He assisted with ZICO Law's integration with KPMG Law, serving as the markets manager for the Asia Pacific region. In that role, William developed regional strategies to expand legal services and market share in diverse markets.

A central Pennsylvania native, William began his career as an intern at the Office of the Speaker of the House of Representatives and at the Independent Regulatory Review Commission.

Education

- Webster University (Missouri), M.A. in international relations
- Kutztown University of Pennsylvania, B.A. in political science

Speaking engagements

- Legal marketing and the art of standing out, He Said, She Said: Razor Branding Podcast
- Driving BD success step-by-step in any market, CMO Series podcast
- Website analytics, The Analytical Legal Marketer
- Interview with industry experts, Prologue podcast
- Ask the BoL Expert: Business development, NEXL BoL Expert Series
- The Legal Marketer with William McLaughlin, The Legal Genie Podcast
- BD yesterday, today, and tomorrow, NEXL Fireside Chat
- Face to face with William McLaughlin, PSM – The Professionals
- The role of social media in law firm business development, Commwiser