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Kevin W. Brown, M.B.A.

Kevin W. Brown, M.B.A., is President of **Kevin Brown Marketing & Consulting**, specialists in marketing for small- to mid-sized law firms, CPAs and other professional services firms. The firm is widely recognized as the premier marketing firm in Orange County, California specializing only in professional services firms. Clients include some of Southern California's most well-known firms as well as many smaller firms.

In-House Experience:

Prior to forming his own firm in 1991, Kevin was the Director of Marketing for Deloitte & Touche, Orange County's largest professional services firm with over 400 employees. His responsibilities included managing all marketing activities, such as strategic planning, marketing research, advertising, public relations, publicity, marketing information systems, targeted sales programs, networking, sales force compensation, and direct sales.

Prior to joining Deloitte & Touche, Kevin worked in investment banking for The Geneva Companies as a strategic consultant for middle-market companies across the nation by developing short and long-term plans to improve marketing, finances and production.

He also had several years of experience in commercial banking with for Bank of America, working as a corporate banking officer and financial analyst serving clients with loans from \$1-200 million.

Education:

Kevin received his Master of Business Administration degree in marketing from California State University, Fullerton and a Bachelor of Science degree in economics and management from the University of California, Riverside.

Business and Professional Organizations:

Throughout his career, Kevin has been a leader in several professional organizations, including two-time Past President of the Legal Marketing Association-Southern California Chapter, founder of the Law Firm Advisory Group, and Board Member of the Forum for Corporate Directors.

Speaking Engagements and Articles:

Kevin is a frequent speaker to professional services firms and organizations, including the Orange County Bar Association, the Legal Marketing Association, and the California Society of CPAs.

He is author of dozens of articles in publications such as "Orange County Lawyer," "Strategies—The Journal of Legal Marketing," "Marketing for Lawyers" (former member, Board of Editors), "The Orange County Register," the "Orange County Business Journal," "OC Metro," "National Public Accountant," "Marketing Strategies," "The Law Firm Advisor," and "LMA News."