

Andrew Laver

Chief Marketing & Business Development Officer

Parsippany, NJ | Philadelphia, PA

T: (973) 889-4157

E: ADLaver@pbnlaw.com

Andrew Laver brings a unique blend of legal industry insight, strategic vision, and hands-on leadership to his role as Chief Marketing & Business Development Officer at Porzio, Bromberg & Newman, P.C. With a career spanning more than two decades, Andrew has held senior roles at *AmLaw*-ranked and regional firms, consistently elevating marketing and business development functions to drive firm growth.

At Porzio, Andrew oversees the marketing and BD efforts of both the law firm and its wholly owned subsidiaries. He partners closely with firm leadership to develop and execute strategic plans, build client feedback programs, and implement data-driven initiatives that enhance pipeline visibility and pursuit performance. His leadership has resulted in increased client engagement, expanded market presence, and improved ROI across campaigns and events.

Andrew is a passionate advocate for professional development, having designed and implemented firmwide business development training programs for attorneys at all levels. His coaching and mentorship have helped cultivate a culture of strategic growth and client service excellence.

A frequent speaker and podcast guest, Andrew shares insights on emerging trends in legal marketing, leadership, professional development and business development. He has presented at over 25 venues nationwide, including serving as the Co-Chair of the 2019 Legal Marketing Association (LMA) Annual Conference in Atlanta, GA.

Active in LMA, Andrew was the President of the Metropolitan Philadelphia Chapter in 2014 and joined the LMA's Governance Committee in 2015 where he served as Co-Chair from 2017-2018. He served as Co-Chair of the 2nd Annual Philadelphia Education Conference in 2016 and served as a member of the 2017 LMA Annual Conference Advisory Committee in Las Vegas, NV. Andrew served as a Member-At-Large to the LMA Board of Directors from 2019-2021, served as Treasurer Elect to the LMA Board in 2022 and served as Treasurer to the LMA Board in 2023. He also received the *Distinguished Member Award* from the LMA Philadelphia Chapter at the 2025 LMA Northeast Regional Conference.

Andrew is a graduate of Syracuse University and was president of the Syracuse University Philadelphia Alumni Club from 2007-2010. Since then, he served on the board of the Syracuse University National Alumni Association, Inc. in various committee, *ex officio*, and board roles. He served two consecutive two-year terms as Vice President of the Alumni Association and, as a member of the Executive Committee, chaired the Awards and Nominating Committees.

Andrew Laver Cont.

Recognitions

- Distinguished Member of the Year - Legal Marketing Association, Philadelphia Local Group (2025)

Memberships

- Legal Marketing Association, Inc. ("LMA") - International (2007 - Present)
    - Chair, Governance Committee; Organizational Structure Task Force; Co-Chair, Annual Conference QuickStart (R) - Legal Marketing Core Compentencies (2015 - 2016)
    - LMA Regional Task Force; Nominating Committee (Northeast Region and International Boards); Annual Conference Advisory Committee; Governance Co-Chair; Infrastructure Review (2016 - 2018)
    - Co-Chair, 2019 Annual Conference Advisory Committee ("ACAC") - Atlanta, Georgia (2018 - 2019)
    - Member at Large, LMA International Board of Directors (2-year term) (2020 - 202)
    - Treasurer-Elect, LMA International Board of Directors (2022)
    - Treasurer, LMA International Board of Directors (2023)
- Syracuse University National Alumni Association, Inc. (2010 - 2020)
    - Member, "Generation Orange" Creation and Planning Committee; *Ex-Officio* Board Member; Clubs Committee; Chair, Awards Committee; Chair, Nominating Committee (2010 - 2018)
    - Member, Office of Regional Advancement Leadership Planning Committee (2010 - 2019)
    - Officer, Board of Directors (2013 - 2020)
    - Vice President, Syracuse University National Alumni Association Board of Directors; Member, Executive Committee (served two consecutive elected terms) (2014 - 2018)

News

- Porzio Names Andrew Laver as Chief Marketing and Business Development Officer, 5/30/2023

Speaking Engagements

- "Anchors Aweigh: Leveraging Technological Tools and Trends," Thomson Reuters 33rd Annual Chief Marketing and Business Development Officer Forum (Amelia Island, FL), January 23, 2026
- "Shark Tank-Style Showdown: Solving Problems, Driving Change, and Pitching to Win," Legal Marketing Association Annual Conference (Washington, D.C.), April 24, 2025
- "Poker Face of Leadership: Reading the Team and Playing to Win," Legal Marketing Association - Tech West x Southwest (Las Vegas, NV), October 23, 2024
- "Winning Plays: Crafting Strategies Like a Quarterback," Legal Marketing Association - Northeast Regional Conference (Boston, MA), September 19, 2024

Andrew Laver Cont.

- "Mastering the Budgeting Process: Best Practices for Solo/Small-Team Legal Marketers," Legal Marketing Association Solo/Small Team & B2C Shared Interest Group webinar, August 28, 2024
- "Working in Concert to Elevate Your Brand and Position," Legal Marketing Association - Southeast Regional Conference (Nashville, TN), November 8, 2023
- "Working in Concert to Elevate Your Brand and Position," Legal Marketing Association - Northeast Conference (New York, NY), October 19, 2023
- "Andrew Laver of Porzio, Bromberg & Newman on Integrating a Culture of BD in a Super Regional Firm," Passle CMO Podcast Series - Episode 116, October 10, 2023
- "Working in Concert to Elevate Your Brand and Position," Legal Marketing Association - Southwest Regional Conference (New Orleans, LA), September 15, 2023
- "What We're Thankful for in 2023 and Resolutions for 2024: Legal Martech Edition," Legal Marketing Association - MarTech SIG webinar, November 28, 2023
- "CMO Panel - Tips and Tricks from the Pros on How to Advance in Your Career," Legal Marketing Association - LMANext, November 15, 2023

Education

- *Syracuse University*
  Bachelor of Science, Communications