

Porzio Names Andrew Laver as Chief Marketing and Business Development Officer

May 30, 2023

By: Andrew Laver

MORRISTOWN, NJ (May 30, 2023) – Porzio, Bromberg & Newman, P.C., is pleased to announce that Andrew D. Laver has joined the firm as Chief Marketing and Business Development Officer. Laver will spearhead the firm's marketing and business development initiatives. Porzio will call on his strengths in a variety of areas, including client service and sales, product and project management, coaching, and communication to assist in the firm's daily strategy and innovation that help achieve its strategic goals.

"We are excited to welcome Andrew to the Porzio family, and we believe his vast experience and demonstrated success in marketing and business development will help us remain an industry leader, as we continue to grow and meet the evolving needs of our clients," said Managing Principal Vito A. Gagliardi, Jr.

Laver has more than 25 years of experience in the legal industry and has served in management roles at AmLaw100 and AmLaw200 firms, establishing a proven track record of identifying, evaluating, and directing new business initiatives that support firm practices and targeted industry business plans. He was most recently at Buchanan Ingersoll & Rooney P.C., where he implemented a novel, strategic sales initiative that led to over 60 new matters and millions of dollars in additional revenue.

"Joining Porzio is an exciting opportunity to leverage my experience and drive the firm's strategic goals forward. I am excited to harness our collective strengths and explore untapped possibilities. I believe that by staying true to our commitment to excellence and innovation, we will propel Porzio to even greater heights," said Laver.

Laver will be based out of Porzio's Morristown office. A graduate of Syracuse University, he is an active member of the Legal Marketing Association and currently serves as Treasurer of the Board of Directors.

About Porzio, Bromberg & Newman, PC.

Founded in 1962, Porzio, Bromberg & Newman, P.C. is a full-service law firm with over 90 lawyers throughout offices in Morristown, NJ; Trenton, NJ; Ocean City, NJ; New York, NY; Westborough, MA; Wilmington, DE; Philadelphia, PA; and San Juan, Puerto Rico. The firm is committed to serving clients, providing high-quality work, and achieving results through legal strategy, advocacy, technology, and consulting services offered through the law firm and its two wholly-owned subsidiary companies. The firm provides legal services in business law, employment, litigation, bankruptcy and restructuring, intellectual property and trademark, real estate, and other areas to businesses of all sizes ranging from start-up companies to Fortune 500 corporations, including public and private organizations.