

Susan L. Costley

DIRECTOR OF CLIENT DEVELOPMENT
AND MARKETING

scostley@smithlaw.com
919.838.2066



OVERVIEW

Susan Costley joined Smith Anderson in 2011 as Director of Marketing. For nearly two decades, Susan's work in the marketing and business development field has focused on helping professional services firms establish and grow their marketing and business development programs.

Susan has substantial experience leading business development initiatives, creating and implementing business development training programs, coaching lawyers, managing large-scale projects, preparing and administering budgets and analyzing program ROI. She is highly experienced with directing all aspects of marketing programming, including credentialing, internal and external communications, PR, collateral, branding, advertising, social media, event management and community involvement.

Prior to her position at Smith Anderson, Susan was the Director of Marketing at Godfrey & Kahn – a 180 lawyer firm with six offices. Her background also includes nearly 10 years of experience in marketing and business development leadership roles at accounting firms – including Baker Tilly, one of the country's largest accounting firms.

Susan received her B.S. in Business Administration and Marketing from Rockford University, a private college named by The Princeton Review as a "Best Midwestern College." Additionally, she completed an international business program at Regent's University in London, England.