



# Holly Lentz Kleeman

Chief Business Development & Marketing Officer

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Philadelphia, PA

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Holly leads the firm's business development efforts and oversees communications, public relations, advertising, client interviews, alumni relations and firm events. She has more than two decades of experience in law firm marketing and is particularly adept at guiding firms in culture-driven branding initiatives.

Since 2019, Holly has advised firm leadership, department chairs and practice group leaders on best practices in business development, as well as lateral orientation and integration.

Her team supports and guides lawyers and practice groups in crafting strategic business plans, as well as establishing budgets and tracking ROI for all major marketing efforts. Holly also oversees the firm's website, electronic communications and marketing database, as well as its CRM (client relationship management) team, assisting lawyers in maintaining an up-to-date database of contacts.

## Before Fox Rothschild

Prior to joining Fox, Holly worked in senior marketing and business development roles at several law firms. At an Am Law 100 firm, she led the marketing operations for all practices and offices of the firm. She later served as Chief Marketing Officer at a 10-office firm where she initiated a firmwide CRM system, led strategic planning, and launched an award-winning community engagement program.

Trained as a graphic designer, Holly went on to earn two master's degrees in education and counseling and held several posts in higher education. She served as Associate Dean of Students at Middle Tennessee State University and later as an Associate Director of Career Development at Temple University.

## Select Publications

[How Lawyers Who Think Like Investors Can Grow Bigger Books of Business](#)  
*ABA Law Practice Today, October 2025*

[How to Make Yourself Invaluable and Maybe Even Fall in Love with Your Job](#)  
*ABA Law Practice Today – Young Lawyers Issue, July 2023*

[Putting Business Development First in Law Firm Marketing](#)  
*The Legal Intelligencer, February 2023*

### How to Build Credibility and Succeed as a Business Development Coach

*Strategies Magazine of the Legal Marketing Association*, Oct. 2015

The Search for Meaning in Marketing and Business Development

*The Legal Intelligencer*, May 2012

A Personal Business Development Plan: Discover Multiple Paths to Your Next Opportunity

*Strategies Magazine of the Legal Marketing Association*, March 2008

## Education

- Middle Tennessee State (Ed.S.)
- Texas A&M University (M.S.)
- Middle Tennessee State (B.F.A.)
  - Graphic Design, Public Relations

## Memberships

- Legal Marketing Association
  - Board of Directors, Northeast Region
  - Founding Member and Former President, Metropolitan Philadelphia Chapter

## Board of Directors

- MacGuffin Theatre & Film Company, Secretary
- Congregation Rodeph Shalom, Vice President of Social Justice

## Publications

October 6, 2025

### **How Lawyers Who Think Like Investors Can Grow Bigger Books of Business**

*American Bar Association - Law Practice Today*

July 2023

### **How to Make Yourself Invaluable and Maybe Even Fall in Love with Your Job**

*ABA Law Practice Today*

February 2, 2023

### **Putting Business Development First in Law Firm Marketing**

*The Legal Intelligencer*