



Sheenika S. Gandhi

Chief Marketing Officer

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Sheenika S. Gandhi leads the firm's marketing and business development, diversity and inclusion, and corporate social responsibility initiatives.

She is a strong project manager, creative thinker, and a trusted advisor for the firm's attorneys and management. Her recent notable projects include an integrated thought leadership strategy, a business development coaching program, and centralized budget and operational processes.

Sheenika is an active leader with the Legal Marketing Association, the leading association for legal marketing. She most recently served as the Co-Chair of the Small Firm / Solo Team Shared Interest Group (SIG). She was a member of the 2021 Annual Conference Advisory Committee and previously served as the Chair of the Southern California Chapter.

Committed to helping cultural non-profit organizations grow in their membership and marketing, she has held several Chair positions, including former Co-Chair for both the Young Jains of America and Young Jain Professionals, former Marketing and Technology Chair of Gujarati Society of Southern California, and former Co-Chair of Jain Connect, an entity under the Federation of Jain Associations of North America (JAINA).

Professional Affiliations

- Legal Marketing Association - International
 - Co-Chair, Small Firm / Solo Marketer Shared Interest Group (SIG) (2021 - 2022)
 - Member, 2021 Annual Conference Advisory Committee (2020-2021)
- Primerus - Executive Committee for Marketing Section (2021)
- Legal Marketing Association – Southern California Local Steering Committee
 - Immediate Past-Chair (2020)
 - Chair (2019)
 - Vice-Chair (2018)
 - Technology & Communications (2013-2014)
- Legal Marketing Association – West Region

- Continuing Marketing Education (CME) Conference Committee (2018)
- Tech Conference Committee (2014-2015)
- South Asian Bar Association of Southern California
- Communications Committee Volunteer, National Human Resources Association (2018 – 2019)

Charitable & Civic Involvement

- Advisory Board Member, Global Jain Network (2021 - Present)
- Co-Chair, Jain Connect (2020 - 2022)
- Marketing & Communications Chair, Gujarati Society of Southern California (2017 – 2020)
- Former Advisory Board Member and Former Co-Chair, Young Jain Professionals
- Former Co-Chair and Former Publications Director, Young Jains of America

Bar Admissions

- California

Education

- California Western School of Law (J.D., 2011)
- University of San Diego (BBA, 2008)
 - Business Administration
- University of San Diego (B.A., 2008)
 - International Relations

Thought Leadership

PUBLICATIONS

- [How Law Firm Associate Professional Development and Marketing Can Be Intertwined](#), *JD Supra Perspectives* (Oct. 2023)
- [Unlocking Success in Legal Marketing: Key Lessons From a Law Firm CMO](#), *Legal Marketing Association Strategies & Voices Magazine* (Jul. 2023)
- [Driving DEI Change in a Law Firm](#), *JD Supra Perspectives* (Jun. 2023)
- [Infographic: Tech Tools for Firms on a Budget](#), *Legal Marketing Association Strategies & Voices Magazine* (Jun. 2022)
- 10 Tips to Forge Ahead with Diversity and Inclusion Efforts, *Legal Marketing Association Strategies Magazine* (Jul. / Aug. 2020)

- California Minority Counsel Program (CMCP) Annual Business Conference 2018 – Recap of Recaps, *Diversity Matters in the Legal Profession Newsletter* (Jan./Feb. 2019)
- Pro Bono Projects in Law Firms: A Noble Business Development Strategy, *JD Supra Perspectives* (Jul. 2018) (among top 10 authors in JD Supra's "Year in Law Firm Marketing Perspectives – Popular Reads in 2018")
- Twenty-First Century Marketing: Ethical Pitfalls and Practical Pointers for Attorneys Promoting Themselves on Social Media, *Nevada Lawyer*, Vol. 26, Issue No. 6 (Jun. 2018)
- Top 10 Tips to Getting the Most Out of Your Events and Sponsorships, *LMA West Region Newsletter* (Jan. 2018)
- 5 Lessons Learned from the LSSO RainDance Conference - Strategies to Grow Your Business, LinkedIn (Jun. 2016)
- How Top Law Firms Rank in their Use of Social Technology, *Legal Marketing Association Strategies+* (Jun. 2015)
- Lawyers: Remove "Specialties" from Your LinkedIn Profile...Now., LinkedIn (Jun. 2014)
- Which Business Development Activity Is Best For You?, *JD Supra Perspectives* (Mar. 2014)
- The power of SlideShare: 6 features to enhance your legal marketing, *Jaffe PR Guest Blog Post* (Feb. 2013)

SPEAKING ENGAGEMENTS

- *Google Analytics 4 & Maximizing Your Content*, LMA Tech West Conference (Nov. 2023)
- *Zoom Etiquette, LinkedIn & Generative AI for Business Development*, Greenberg Glusker LLP Internal Training (Oct. 2023)
- *Unlocking Success on LinkedIn: A Guide for Young Lawyers*, World Law Group (WLG) beyond borders '23 (Jul. 2023)
- *Branding For Attorneys: What You Did Not Learn in Law School About Social Media, Public Relations, and Business Development*, California Lawyers Association (Jun. 2023)
- *Utilizing Generative AI in Legal Marketing*, Legal Marketing Association (LMA) - Southern California (Jun. 2023)
- *6th Annual CMO Forum*, Legal Marketing Association (LMA) - Los Angeles (Jun. 2023)
- *Law Firm PR On a Shoestring Budget*, Legal Marketing Association (LMA) Webinar (Dec. 2022)
- *Best Practices in Traditional, Virtual & Social Networking*, Association of Intellectual Property Firms (AIPF) 2022 Annual Meeting (Sept. 2022)
- *Free or Almost Free Tech Tools (That You Can't Live Without)*, Legal Marketing Association Tech West Conference (Apr. 2022)
- *The Legal Business Gambit: Strategically Growing Your Client Base Using Business Development Technology Tactics*, Legalweek(year) 2021 (Jul. 2021)

- *Why a Mailing List and Proper Messaging Is Crucial for Business Development*, Primerus Western, Southern, Northeast, and Midwestern Regional Retreats (Feb. and March 2021)
- *Technology-driven marketing strategy is the key to riding out the economic storm*, International Bar Association "Virtually Together" Conference (Nov. 2020)
- *How to Pursue and Develop BD Opportunities & Strategies in the Virtual Environment*, World Law Group Fall e-Conference (Nov. 2020)
- *Power Through Numbers: Communicating the ROI of Common Marketing and Business Development Activities*, Legal Marketing Association Annual Conference (Oct. 2020)
- *Top 10 Tips for LinkedIn*, Greenberg Glusker LLP Internal Training (May 2020)
- *Update your website bio – best practices to include*, Primerus Marketing Section Call (Apr. 2020)
- *Startup Legal Marketing: Tools and Lessons Learned in Running a Marketing and BD Department*, Legal Marketing Association Annual Conference, Atlanta, GA (Apr. 2019)
- *21st Century Marketing - Practical Ammunition and Ethical Landmines*, State Bar of Nevada Family Law Annual Symposium, Las Vegas, NV (Dec. 2018); and Payne & Fears Internal CLE Training, Irvine, CA (Aug. 2017)
- *Key Performance Indicators for Law Firms*, Legal Marketing Association Continuing Marketing Education Conference, Los Angeles, CA (Sept. 2018)
- *Diversity and Inclusion in the Workplace*, Young Jains of America Convention, Chicago IL (Jul. 2018)
- *LMA Annual Conference Recap*, Legal Marketing Association - Southern California Chapter, Irvine, CA (Apr. 2018)
- *Need A Marketing Plan?* Payne & Fears Internal CLE Training, Irvine, CA (Mar. 2017)
- *Social Media for Legal Marketers*, BeaconLive Webinar Series (Sept. 2015)
- *LinkedIn for Business Development*, Bruins Professionals Orange County Chapter, Irvine, CA (Jun. 2015)
- *Maximizing Your LinkedIn Profile*, Knobbe Martens Training for 150+ attorneys, Irvine, CA (Aug. 2014)
- *LinkedIn Best Practices: Privacy and Settings*, Knobbe Martens Training for 150+ attorneys, Irvine, CA (Jun. 2014)
- *Low-cost and time-efficient online applications for tracking web statistics*, Legal Marketing Association Technology Conference West, San Francisco, CA (Oct. 2013)

INTERVIEWS

- Interview with Alistair Bone (Passle) for [CMO Series Podcast: Reimagining Associate Training For BD Success](#) (Mar. 2024)
- Interview with Christian Banach (Christian Banach LLC) for [CMO Moves Podcast](#) (Aug. 2023)
- Interview with Susan Freeman (Freeman Means Business) for [Wonder Woman Podcast](#) (Mar. 2019)
- Interview with Sharon Berman (Berbay Marketing & PR) for [Law Firm Marketing Catalyst Podcast, Episode 20: The Steady Approach to Firm-Wide Changes](#) (Nov. 2018)

- Interview with David Ackert (Ackert Advisory) for [The Market Leaders Podcast, Episode 9: Introducing New Technology to a Law Firm](#) (Jun. 2017)

Insights

September 1, 2023

Booster shot: Marketing Section offers tips for keeping your legal edge

Primerus

January 11, 2022

Greenberg Glusker Firm Members Sing Karaoke, Take a Pie to the Face and More - All to Benefit the Los Angeles Community

The Primerus Paradigm

September 13, 2021

How to Future-Proof the Legal Industry: Top Takeaways from the Thomson Reuters Marketing Partner Forum 2021

The National Law Review

September 7, 2021

As Law Firm Retreats Go Virtual, Here's How to Keep Them Effective

The American Lawyer

June 4, 2021

Practice Innovations: Post-pandemic predictions from Chief Marketing Officers in legal

Thomson Reuters

November 2, 2020

Greenberg Glusker Donates \$250,000 to Charities Addressing Hunger, Homelessness, Social Justice and PPE Supply

August 5, 2020

10 Tips to Forge Ahead With Diversity and Inclusion Efforts

Legal Marketing Association Strategies Magazine

August 3, 2020

Remote Successes: Finding Value in Working at Home

LawVision INSIGHTS Blog