

## Andrea K. Stimmel is the 2010 Marketer of the Year

By Larry Bodine, Esq.

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The Hubbard One Marketing Professional of the Year Award went to Andrea K. Stimmel, Business Development Director of Curtis, Mallet-Prevost, Colt & Mosle in New York.

Speaking at the Marketing Partner Forum in Palm Beach, Florida, Chris Cartrett, Senior Director of Global Sales for Thomson Reuters said she singled herself out for being the driving force behind the firm's innovative social media strategy. The firm's nomination states, "Curtis hired Ms. Stimmel in 2007. In just over two years, she has prompted a sea change in the firm's attitude towards marketing, increasing visibility for the firm and establishing a far more tactical approach to business development."



Chris Cartrett and Andrea Stimmel

She established Curtis's Web 2.0 social media presence with:

- An award winning Facebook recruiting page -- the first among AmLaw 200 firms -- which has 186 fans.
- Using LinkedIn to build relationships and generate new business. The firm has 60 lawyers who are members.
- Updating the firm's 195 followers on Twitter with the latest firm activities.
- Creating a series of blogs to demonstrate thought leadership in several industries (e.g. international funds) and geographic (e.g. Oman) areas. The blogs have received more than 12,000 visitors in a year.
- Re-launching the firm website in August 2009 and using Yahoo's Tubes to create a single RSS feed that could aggregate all of the content published by the firm. The "master feed"

automatically distributes the content to the Curtis Facebook page, LinkedIn group, Twitter feed, blogs and Website. In November alone, social networking activity was responsible for almost 9% of web traffic on Curtis.com, including more than 450 first-time visits.

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