



Melanie Green

Chief Marketing and Business Development Officer

 Minneapolis, MN

 mgreen@fr.com

Overview

About Melanie

Melanie Green is the chief marketing and business development officer of Fish & Richardson P.C. With over 20 years of experience in the legal marketing industry, she is responsible for building and implementing the firm's global marketing, business development, and client engagement programs and strategies. She works closely with the firm's practice groups and oversees a team that serves the entire firm across its 14 offices in the U.S., Europe, and China. An industry leader on client feedback programs and frequent speaker on law firm change management and operation strategies, Melanie takes a hands-on approach to her work, working directly with attorneys to assess the firm's relationships, understand how to better support clients' business objectives, and devise strategies to expand the firm's global footprint. Prior to joining Fish, she was the chief client development and marketing officer at a global full-service law firm, where she helped navigate two of the largest law firm combinations over the last decade.

Education

B.A., Journalism, University of Nebraska (1998)

Memberships & Affiliations

Professional Associations

Legal Marketing Association, 2001-present

Legal Lab Advisory Board, 2015-2018

Lex Mundi — Marketing and Business Development Committee (Chair Emeritus, 2015-16; Chair, 2013-15; Chair-Elect, 2012-13; and North American Vice Chair, 2009-11)

Legal & Professional Services Council (formerly Legal PR Chicago) — Board, 2009-15

Civic Activities

Big Ten Football Championship Local Organizing Committee, Indianapolis — Co-Chair, 2015-present; Alumni Relations Chair, 2011

Indiana Sports Corporation — Board, 2017-present; President's Council, 2008-14; External Affairs Committee, 2009-14

Indianapolis 2012 Super Bowl Committee — NFL Official Events, Co-Chair, 2010-12