



Seth M. Apple

**Chief Marketing & Business
Development Officer**

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WH | BURKLEY
ATTORNEYS AT LAW

OVERVIEW

Seth is the Chief Marketing & Business Development Officer at WH Burkley. He works closely with firm leadership (business and legal) to identify, design and execute client-focused initiatives/programs, relationship/service enhancements, competitive/strategic intelligence functions, attorney and firm brand/visibility growth, and other high-impact marketing and business development efforts.

His experience as a former practicing attorney, and later a business/client development executive, provides a balanced perspective to his day-to-day job and industry related contributions. He was successful at building his own brand and business as an attorney, and much of what he advocates today comes from his personal application of suggested client-centric strategies – giving him real world experience on both sides of the table.

RECOGNITION

- Leadership Akron | Class of 2025
- Legal Marketing Association | Member of the Year (New York) | 2012

AUTHORSHIPS

- “In Baseball and In Business Development — It’s All About Pitching” | *Bloomberg BNA*
- “What General Counsel Really Want in a Law Firm” | *The National Law Review*
- “Beefing Up Your Lawyer Bio? What’s Appropriate?” | *Attorney at Work*
- “How Do I Ask For Business? How Do I Ask For Business?” | *Attorney at Work*

- “Send Out a Reverse APB” | *NYLMA News*
- “The Business Development W.R.A.P. Up” | *NYLMA News*
- “The Forward Button is a Tool” | *NYLMA News*

PRESENTATIONS

- SPEAKER | Legal Marketing Association (Ohio) – *Navigating Success: Insights from Ohio's Leading Chief Marketing Officers*
- SPEAKER | Legal Marketing Association (Ohio) – *What are your peer firms doing with AI?*
- SPEAKER | Legal Marketing Association (National) – *Always Be Commercial – A Fundamental Lesson in Successful Business (and Career) Development*
- SPEAKER | Legal Marketing Association (National) – *PR ? BD – Will You Marry Me?*
- SPEAKER | New York County Lawyers' Association (New York) – *Business Development 101*
- SPEAKER | Business Development Institute Conference (New York) – *Social Media Summit for Law Firms*
- SPEAKER | Ark Group Competitive Intelligence in the Modern Law Firm Conference (New York) – *Using Social Technologies for Competitive Intelligence*
- SPEAKER | The New York City Bar Association (New York) – *The Art of Schmoozing*
- MODERATOR | Legal Marketing Association (New York) – *Practice Group Marketing*
- MODERATOR | Legal Marketing Association (New York) – *Annual CMO Panel*

ASSOCIATIONS

- Association for Corporate Growth (ACG) | Cleveland
 - Board of Directors | 2025-present
 - Akron Committee Chair | 2024 – present
- Akron Civic Theatre | Board of Directors | 2024 – present
- Akron Children's Museum | Annual Fundraiser Emcee | 2023 – 2025
- Revere High School Sports Boosters | Annual Fundraiser Emcee | 2024 – present
- Revere High School | Public Address Announcer | Men's and Women's Varsity Lacrosse | March 2023 – 2026

- Legal Marketing Association | Midwest
 - Member | October 2021 – present
- Legal Marketing Association | Northeast
 - President | January 2015 – January 2016
 - Board of Directors | January 2014 – January 2017
 - Metro NY Local Steering Nominating Committee | Chair | July 2016 – September 2016
 - NE Regional Board of Directors Nominating Committee | Member | February 2016 – July 2016
 - Communications Committee | Co-Chair | January 2012 – January 2014
 - Member | January 2010 – September 2021
- Legal Marketing Association | International
 - National Board of Directors Nominating Committee | Member | April 2015 – September 2015
 - Strategies Journal Editorial Committee | Member | January 2013 – January 2014

EDUCATION

- Ohio University, B.S.
 - *cum laude*
- Syracuse University College of Law, J.D.
- University of Miami School of Law, L.L.M. Real Estate
 - *cum laude*

OFFICE

- Cleveland