



Member Profile – Shannon McDonough

Tell us a little about your firm and role? I'm the Business Development Director in the Cincy office of Frost Brown Todd. We have 9 offices in 5 states, about 450 attorneys. We recently went to a Practice Group Management model so my primary responsibilities are with the IP, Environmental, Construction and Insurance & Tort Defense Practice groups.

How did you get into legal marketing?

Accidentally. I was working for a small workers' comp consulting co. and wanted to branch out to a place with more opportunity.

Before you discovered legal marketing, what were you going to be when you grew up?

I wanted to be a journalist or TV Broadcaster. I used to write out scripts for evening newscasts & then record myself reading them on my purple jam box so I could play them back to myself & improve.

The thing you most enjoy about your job is: So much of this job is about developing effective ways to communicate to attorneys that will get things accomplished and get them on board with what we're doing. When you succeed, and see that face of "oh, I GET it," it's a huge accomplishment.

The thing you most struggle with in our field is: I believe our greatest successes lie in the relationships we build and can be dependant on the personalities of our clients. Our work product is open to constant subjective critique and it takes some work for me to be okay with that.

What advice do you wish someone had given you when you were new to legal marketing?

Don't take things too personally.

Where did you grow up and how did you get to (Columbus/Toledo/Dayton/Cleveland/Cincinnati)? Crewed up in Columbus (Worthington) My first legal marketing job was for Yorys in Columbus. They moved me down here to Cincinnati to help with that office. I was offered a position here at FBT. I feel really blessed to have been given these opportunities & I'm at a place where I really enjoy what I do.

What are you currently reading?

Sorry nothing scholarly... I'm reading a fiction novel, "Let the Great World Spin" by Colum McCann. I recommend.

You've just won a 7-day, all expenses paid vacation to anywhere in the world. Where are you going?

Well if we could hurry up & make it happen, I'd like to go to South Africa to watch the World Cup.

Name five things in your refrigerator right now.

Diet Coke, hummus, coffee creamer, bagels & cream cheese

You can have dinner with a marketer, movie star, musician and a politician. Who are they?

Don't know if he's a marketer per se but we just heard Blake Prescott from Hildebrandt speak about KFTAs at our Partner retreat & I'd like to sit down & pick his brain for a while. Though it would probably be distracting with Meryl Streep, Ray LaMontagne and Barack Obama sitting across the dinner table...

Any last thoughts for your fellow legal marketers?

Smile and laugh often - the job is so much more enjoyable that way.