



## Xenia Kobylarz

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Director of Marketing and Business Development

Xenia Kobylarz is the Director of Marketing and Business Development of Labaton Sucharow. With nearly 20 years of combined experience as a legal journalist and law firm marketer, Xenia works closely with members of the Executive Committee and the Chief Operating Officer in advancing the firm's overall business development, marketing, communications and branding strategy.

Before joining the firm, Xenia was the Director of Strategic Communications at Stroock & Stroock & Lavan, where she oversaw the development and implementation of the firm's communications initiatives, including the firm's key messages, both externally and internally, and its rebranding initiatives. In addition, she managed the firm's outside PR agencies and its five-person in-house team to generate visibility and awareness of the firm through a range of communications channels. Prior to that, she previously worked as Public Relations Manager at King & Spalding LLP and Day Pitney LLP, and served as Marketing and Communications Manager at Milberg LLP.

She is currently on the board of the Law Firm Media Professionals, a national association of law firm in-house and outside media and marketing professionals.

A Columbia Journalism School graduate, Xenia was a reporter for *American Lawyer*, *The Recorder* and *Daily Journal* for more than a decade covering intellectual property law, high-tech companies and the business of law firms. She was also a contributing editor at *Lawdragon*. She graduated *cum laude* from University of the Philippines with a B.A. in Communications.

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