

# Catherine Austin

## Chief Clients & Markets Officer, Dentons US



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## Overview

Catherine Austin is the Chief Clients & Markets Officer of Dentons US. She is responsible for leading the US Marketing and Business Development team to implement the Firm's US strategy and, in collaboration with Firm leadership and her global counterparts, creating innovative solutions to ensure consistent delivery of exceptional client service, including building appropriate infrastructure (resources, processes and technology) to optimize efficiencies and outcomes.

In developing client service strategies and systems, Catherine works closely with practice leaders as well as internal teams around key clients and industries to understand the Firm's client base; and assesses the effectiveness and ROI of referral sources and strategies, advertising, promotions and other tools.

Catherine is also responsible for ensuring that the US marketing and business development initiatives are integrated with those of Dentons' other regions, and is a member of the senior Marketing and Business Development Leadership team.

Catherine brought more than 25 years of experience to Dentons, including serving as chief marketing officers for two global law firms.

## Education

- Benedictine College, 1992, BA