



# Cynthia Voth

 Chief Client Officer

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🐦 @CynthiaVoth

**“Ensuring that our firm delivers an excellent experience to our clients is my primary focus. I work with all staff departments and attorneys across the firm to collaborate as a team and to continually improve our processes, the value that we deliver, and the high level of client service we are known for.”**

Cynthia Voth oversees the firm’s daily operations, consistently bringing the voice of our clients to all firm initiatives and processes. She works closely with firm leadership and staff management to execute the firm’s strategic plan and ensure that the firm’s policies promote our vision statement. She supervises the directors and managers in IT, client services (marketing and business development), records, and the legal staffing departments. Cynthia designs and manages key client engagement initiatives and works with all constituents at the firm to continue to improve and deliver excellent client service. She also designs, implements, and manages client feedback assessments to ensure we are meeting and surpassing client needs and to inform firm decision making. She is a member of the firm’s Technology Committee, Diversity & Inclusion Committee, and Pathways to Success Committee. With a strong background in business development, Cynthia also regularly coaches and presents to the attorneys at the firm about client development and how to grow their practice strategically and effectively. She is dedicated to the advancement of the legal profession and is a long-time active volunteer with the Legal Marketing Association—having recently served as president of the International Board of Directors.

## Professional Activities

- Legal Marketing Association (LMA)
  - West Region
    - President, 2023
    - President-elect, 2022
  - Well-Being Committee, Founder and Committee Member, 2021
  - International Board of Directors
    - Immediate Past President, 2020
    - President, 2019
    - President-elect, 2019

## Education

B.A., Pomona College,  
English, 1992

White Belt, Legal Lean  
Sigma Institute, 2016

- Annual Conference Committee Cochair, 2018
- Northwest Chapter, President, 2014
- Member, 2011-present
- Association of Legal Administrators (ALA)
  - Member, 2015-present
- Corporate Legal Operations Consortium (CLOC)
  - Member, 2019-present
- Legal Value Network (LVN)
  - Member, 2020-present

### Civic Activities

- West Seattle Soccer Club, Youth Soccer Coach, 2003-2016
- Girl Scouts of Western Washington, Troop Leader, 2005-2011

### Presentations

- “Reducing Stigma and Promoting Wellness in the Legal Industry,” Reputation Ink, Spill the Ink Podcast (May 2023)
- “Collective Company: Scalable Cross-Selling in Modern Client Management,” Thomson Reuters Institute, 30th Annual Marketing Partner Forum (Jan. 2023)
- “Practical Wellness Resources for the Legal Space,” Legal Marketing Association, 2021 Annual Conference (Oct. 2021)
- “Next Big Thing - Collaborating Across Departments,” Legal Marketing Association, Next Big Thing series (Oct. 2021)
- “Successful Business Development Strategies,” Oregon Bankers Association, Marketing Roundtable Series (June 2021)
- “Business Development Lessons Learned from the Pandemic,” Ackert Advisory webinar (May 2021)
- “Virtual Business Development: Getting Creative in Changing Times,” International Bar Association, Legal Business Development Global Virtual Summit (Sept. 2020)
- “Delivering Excellent Client Experience: The Key to Attracting and Expanding Work with More Clients,” IMH, 2nd Cyprus Legal Conference (Sept. 2020)
- “Building Greatness: Create a Personalized Roadmap of Your Career,” Legal Marketing Association, LMA West virtual program (June 2020)
- “9 to 5: Business As (New) Usual During COVID,” Society 54 (May 2020)
- “Effective Business Development & Client Service Strategies in the Changing Legal Landscape,” The Seminar Group, CLE Bootcamp (Dec. 2019)
- “Marketing Your Practice: Effective Business Development & Client Service Strategies,” Washington State Bar Association (WSBA), 2018 Real Property, Probate and Trust Section Midyear Meeting & Conference CLE (June 2018)
- “Business Development and Client Service Best Practices for 2018,” International Right of Way Association (IRWA) Chapter 4 (Feb. 2018)
- “Business Development Best Practices: Getting A Strong Start to Your New Year,” Washington State Bar Association (WSBA), New Year, New Marketing Practices CLE (Jan. 2018)
- “Delivering Excellent Client Service as part of the Law Office Management and Marketing Roundtable,” The Seminar Group, CLE Bootcamp (Nov. 2017)
- “Big-Law Marketing Techniques on a Small-Firm Budget,” Washington State Bar Association (WSBA), Solo and Small Firm Conference CLE (July 2017)

- “Maximizing Networking Opportunities,” Miller Nash Graham & Dunn (Mar. 2017)
- “You’re Attending A Conference, Now What?” Legal Marketing Association, LMA West program (Mar. 2017)
- “Networking Online and Offline,” International Right of Way Association (IRWA) Chapter 4 (Feb. 2017)
- “Developing Successful Attorney/Marketing Relationships,” Legal Marketing Association - LMANext Seattle (Nov. 2016)

### **Personal Activities**

Cynthia grew up in the Pacific Northwest and is happiest in the mountains. Her favorite activities are backpacking and day hiking and she has a particular fondness for spending time in the North Cascades or any place that has a view of Mount Tahoma (also known as Mount Rainier). She also likes traveling to places with great trails, particularly Iceland, Alaska, and southern Utah. When it comes to non-hiking activities, Cynthia enjoys gardening, cooking, cheering for the U.S. Women’s National Soccer team, and DJing occasional dance parties.