

Roetzel & Andress Hires Seth Apple as Chief Marketing Officer

AKRON, Ohio (October 22, 2021) — Roetzel & Andress is pleased to announce Seth M. Apple has joined the firm as Chief Marketing Officer. Based in the firm's Akron office, Apple will oversee firmwide marketing and business development across Roetzel's nine offices.

"We are delighted to welcome Seth to the firm to lead our marketing and business development efforts," said Roetzel Chairman Bob Blackham. "He brings extensive knowledge and experience of the changing legal industry and has driven strong individual and firm business development initiatives throughout his career. I am confident he will continue to elevate Roetzel's brand throughout our footprint and help our continued efforts to promote a service-oriented and client-focused culture."

A northeast Ohio native, Apple returns to Akron with over 15 years of legal industry experience. As the firm's CMO, he will work closely with firm leadership, practice groups, individual attorneys and the marketing/business development department to identify, design and execute client-focused initiatives/programs, relationship/service enhancements, competitive/strategic intelligence functions, brand/visibility growth and other high-impact marketing and business development efforts at Roetzel & Andress.

Apple joins Roetzel from Davis Polk & Wardwell (New York) where he held numerous marketing and business development roles for the firm, including Senior Client Development Manager, Head of Corporate, and Business Development Manager - Finance, Restructuring and Tax.

Active in the legal marketing industry, Apple was the 2015 President (New York) and 2012 Member of the Year (New York) of the Legal Marketing Association, serving on the regional board of directors and various domestic/international leadership groups for the organization. He is the author of several business development and marketing articles appearing in *Bloomberg BNA*, *The National Law Review* and other publications, a frequent speaker on topics impacting the industry, and a former practicing finance attorney.

Apple is a graduate of Ohio University (BS), Syracuse University (JD) and University of Miami (LLM).

About Roetzel

Roetzel is a full-service law firm with offices located throughout Ohio and Florida, and in Chicago. The firm provides comprehensive legal services to national and international corporations, closely held and family-run businesses, institutions, organizations, and individuals. For more information, visit www.ralaw.com.