

VANESSA M. CROCETTO

CHIEF MARKETING OFFICER

Detroit

313 225 7083

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Vanessa M. Crocetto has been intrinsically involved in the marketing of professional services in a variety of sectors during her career. For the last 15 years, she has been deeply engaged in the business of legal marketing. Ms. Crocetto is Butzel's Chief Marketing Officer and proudly directs the firm's marketing and business development initiatives for more than 150 attorneys across seven offices located throughout the US.

Over the course of nearly the last decade, Ms. Crocetto has expanded the firm's marketing department from that of a solo in-house marketer to the high functioning mid-size team it is today. As a member of Butzel's C-Suite, she directs the planning and execution of all marketing and business development endeavors and has launched numerous successful campaigns resulting in profitability for the firm. Vanessa most enjoys working one-on-one with individual attorneys as they grow their books of business and expand their marketing and business development acumen.

Ms. Crocetto is actively involved in the Marketing section of Lex Mundi, a network of independent law firms located across the world in more than 125 countries. She frequently serves as a presenter at a variety of forums, sharing law firm marketing best practices with lawyers and other professionals, regarding rainmaking, cross-selling, and other topics pertinent to the legal industry. At Butzel, Ms. Crocetto serves as Chair of the firm's Marketing Group Management Committee. She is additionally a member of the firm's Charitable Trust, Diversity and Inclusion, P.A.C. (State and Federal PAC) Committees, and AI Task Force.

Vanessa Crocetto received her Bachelor of Arts in Communications/Political Science from Western Michigan University. She then went on to work in the Michigan Legislature. Her background in the political arena adds a valuable dimension to her experience in directing the multitude of business initiatives undertaken at the firm. From the public sector, Vanessa moved on to the legal industry, working as Director of Member Services for the International Society of Primerus Law Firms; a position that ultimately paved the way for her to join Butzel.

Community service is highly important to Vanessa. She is a member of the Board of Directors for Avalon Healing Center and sits on the Marketing and Fund Development Committee for the Organization. She has been involved with the Autism Speaks Organization, served as Chapter Advisor to the Theta Eta Chapter of Alpha Xi Delta at Western Michigan University, and coached girls

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basketball at Girls of Summer, a week-long basketball camp for girls grades 6-12.

Outside of her career, Vanessa enjoys nothing more than spending quality time with her beloved family and friends.

Credentials

EDUCATION

Western Michigan University, B.A. (Communications/Political Science)

MEMBERSHIPS

Lex Mundi