

### Sheppard Mullin Welcomes Chief Marketing Officer, Victoria Spang

08.18.2003

Sheppard, Mullin, Richter & Hampton LLP announced today that Victoria Spang has joined as Chief Marketing Officer, an inaugural position at the firm. Spang joins the firm from the San Francisco office of Bingham McCutchen LLP, where she held the position of Director of Business Development.

"We are pleased to welcome Vickie, who has extensive experience in a variety of strategic marketing and business development initiatives, including client satisfaction programs and marketing audits," said Guy Halgren, Chair of the firm's Executive Committee. Added Larry Braun, Corporate Practice Group Chair and marketing partner, "Our commitment to clients is reflected in our transition from having a Director of Business Development to a Chief Marketing Officer. Vickie will be working closely with our attorneys to ensure we understand our clients' needs and that we are doing all we can to deliver quality services to meet those needs."

Spang was previously the Director of Marketing at McCutchen, Doyle, Brown & Enersen LLP for seven years, prior to the firm's merger with Bingham Dana in mid-2002. Following the merger, she became firmwide Director of Business Development for the 850-attorney, 11-office firm. Prior to this, Spang was the Marketing Director at Pettit & Martin.

Commented Spang, "I look forward to joining Sheppard Mullin. I am impressed by the firm's leaders and their dynamic vision for the firm. Clearly, Sheppard Mullin has a lot of momentum, and our marketing efforts will capitalize on it."

In addition to her legal marketing expertise, Spang also has a wealth of experience in business planning, media relations, and market research. She was a former Chapter President of the Legal Marketing Association (LMA) Bay Area Chapter, and received the LMA Bay Area Chapter Year 2000 Professional Achievement Award in recognition of professionalism and career-long contributions to the practice of legal marketing. Spang has written a number of articles and lectured extensively on various subjects relating to legal marketing, law firm mergers and acquisitions, client feedback programs, crisis communications, and media relations. She received her undergraduate degree from Wheaton College in 1973 and her graduate degree from Golden Gate University in 1985. Spang is a former Trustee of Wheaton College.

**Sheppard Mullin** has more than **380 attorneys** among its **eight offices** in Los Angeles, San Francisco, Orange County, San Diego, Santa Barbara, West Los Angeles, Del Mar Heights, and Washington, D.C. The **full-service** firm provides counsel in Antitrust and Trade Regulation; Business Litigation; Construction, Environmental, Real Estate and Land Use Litigation; Corporate; Entertainment and Media; Finance and Bankruptcy; Financial Institutions; Government Contracts and Regulated Industries; Healthcare; Intellectual Property; International; Labor and Employment; Real Estate, Land Use, Natural Resources and Environment; Tax, Employee Benefits, Trusts and Estates; and White Collar and Civil Fraud Defense. **The Firm celebrated its 75<sup>th</sup> anniversary in 2002.**

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