



Lauren Lynch, CMCO

Chief Marketing & Culture Officer

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Overview

With over 20 years of experience in the legal services industry, Lauren Lynch serves as Mandelbaum Barrett PC's Chief Marketing & Culture Officer. She is a dynamic leader passionate about organizational culture, employee engagement, and strategic marketing. In her role, Lauren seamlessly bridges two essential roles—enhancing employee experience and driving impactful marketing strategies for the firm's 100+ attorneys across 35+ practice areas.

Lauren believes that a law firm's greatest marketing asset is its people. She champions workplace morale, team building, and professional satisfaction, ensuring that employees—both attorneys and staff—feel valued and engaged. Her initiatives have played a pivotal role in Mandelbaum Barrett PC being recognized as a **New Jersey Best Place to Work** and a **Top Workplace by NJ Biz**.

On the marketing front, Lauren leads a high-performing team that crafts compelling content, develops practice area marketing plans, and enhances the firm's brand presence through multi-faceted brand strategies. She also plays a key role in the firm's social media strategy, managing campaigns to increase engagement and expand the firm's digital presence. She collaborates with leadership to maintain consistent messaging that aligns with the firm's core values, while overseeing client engagement strategies.

A driving force behind Mandelbaum Barrett's community outreach, Lauren spearheads charitable initiatives that bring together attorneys and staff to give back. She is committed to fostering a workplace where excellence, collaboration, and well-being thrive—because she truly believes that work/life balance is attainable, even in the legal profession.

In 2024, Lauren was named a **Leading Woman in Business by NJ Biz**. She holds a B.A. in Marketing and Journalism from Rider University and a M.A. in Communications.