



Susan M. Kurz

CLIENT SERVICES DIRECTOR

Keating Muething & Klekamp PLL

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EDUCATION

B.A., Marquette University

Susan Kurz serves as the Director of Client Services and Marketing for Keating Muething & Klekamp. In her role, Ms. Kurz works with the firm's lawyers to develop client relationships through the strategic application of client feedback programs, traditional and non-traditional marketing communications, and business engagement initiatives. Specifically, she develops and implements the firm's annual strategic client development and marketing plan, including advertising, public relations, and media relations programs. She has overall responsibility for the firm's brand strategy, client conferences, web site, and social media initiatives. In addition, Ms. Kurz manages the firm's dynamic business development programs, including the development and execution of business development proposals, presentations, and client relationship programs.

Prior to joining Keating Muething & Klekamp, Ms. Kurz served as principal of a marketing consultancy based in Phoenix, Arizona. With more than 20 years of experience in professional services marketing, she has held management positions in marketing and business development at various global financial services firms, including Director of Marketing at Corporate Services, Charles Schwab & Co., Inc. and Vice President & Sales Resource Center Manager at KeyCorp, Inc. She served in marketing and business development roles with Merrill Lynch & Co., Inc. and The Oppidan Group, Inc., a marketing agency in Cleveland, Ohio.

She earned her Bachelor's degree in Public Relations with a minor in Marketing from Marquette University in Milwaukee, Wisconsin.

PRESENTATIONS

- "The Five Ws and the Elusive H: Marketing Yourself and the Firm," Keating Muething & Klekamp PLL, May 5, 2009
- "Building Your Brand," Keating Muething & Klekamp PLL, August 29, 2009

PROFESSIONAL AND COMMUNITY INVOLVEMENT

- American Marketing Association, member
- Oyler School, A.P. Hampton Mentoring Program