

## About Maureen Broderick

Maureen Broderick, founder and CEO of Broderick & Company, is a pioneer of professional service marketing. She has spent 30 years directing strategic marketing programs for many of the world's leading professional service firms. She began her business career in 1980 at Price Waterhouse (now PwC), as one of the firm's first marketing professionals and went on to serve as marketing director for Booz Allen Hamilton and as Chief Marketing Officer for the law firm of Brobeck Phleger & Harrison.

Maureen launched Broderick & Company in 1996. Her firm is one of the very few consulting firms to focus exclusively on the professional service industry. The firm provides strategy and research to many of the world's leading firms. Maureen's client work at Broderick has included outsourced chief marketing roles with SRI International and Orrick. She has led market research and strategy assignments for Bain, Booz Allen & Hamilton, Deloitte, Ernst & Young, Fried Frank, Korn/Ferry International, KPMG, O'Melveny & Myers, PwC, Sullivan & Cromwell, and White & Case.

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Broderick & Company is a management consulting and research firm that works exclusively with professional service firms to develop practical strategies and programs to build and grow a high performance business. The firm's clients include many of the world's top firms.