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Diana leads Greenbaum’s marketing and business development team, working closely with firm management, practice leaders, and individual lawyers to share the firm’s thought leadership and drive continued strategic growth. Guided by the firm’s client-centric philosophy, she translates Greenbaum’s deep bench of expertise into initiatives that showcase the alignment of our services with the needs of the market while highlighting our reputation for excellence and our ability to drive client success. Her approach is rooted in her 20-year career in legal marketing, diverse experience in business-to-business settings, and professional background in public relations and small business ownership.