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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 the firm’s reputation for excellence and ability to drive client success. Diana’s approach is rooted in a 20-year career in legal marketing, which is augmented by her diverse professional experience in business-to-business settings and a background in public relations and small business ownership.