



Gretchen E. Materna

Chief Marketing and Business Development Officer

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With more than 25 years of experience in legal marketing and business development, Gretchen serves as UB Greensfelder's Chief Marketing and Business Development Officer (CMBDO). In this role, she leads the firm's marketing and business development strategy, ensuring alignment with organizational goals to drive growth, enhance market visibility, and strengthen client engagement. Gretchen oversees all core marketing functions, including business development, communications, client and data management, branding, and digital content, while guiding a skilled, collaborative team.

Gretchen brings deep experience in building scalable marketing structures that support attorney success and firmwide initiatives. She is known for her ability to drive results by translating business opportunities into actionable strategies, designing efficient operational processes, and fostering strong relationships across practices, markets, and organizational levels. Her leadership approach emphasizes clarity, accountability, and continuous improvement, supported by data-driven reporting frameworks and tools she developed throughout her career.

Gretchen has held key marketing roles with various national law firms and has been consistently recognized for her ability to build alignment, develop impactful strategies, and strengthen market presence. Before joining UBG, she served as Director of Marketing and Business Development at an Am Law 50 firm. As part of the firm's marketing leadership team, she led approximately 25 professionals, shaped strategic direction, and played a key role in a department restructuring initiative that enhanced collaboration and operational efficiency.

Education

- Butler University (B.A., *cum laude*, 1999)
- Loyola University Chicago (M.A., 2006)