

# Heather Morse



**chief business development officer**

**new orleans**

[hmorse@mcglinchey.com](mailto:hmorse@mcglinchey.com)

T (504) 596-2817

## education

University of California at San Diego (B.A.,  
Political Science, 1988)

## affiliations

### Professional

- State Bar of California’s Task Force, Access Through Innovation of Legal Services
- Fellow in the College of Law Practice Management
- Legal Marketing Association Board of Directors (2005–2006, 2012–2013)
- The Legal Sales & Service Organization (LSSO) Board of Advisors

## Certifications

- Legal Lean Sigma, Yellow Belt
- Certified Business Development Coach, Law Vision

I listen to conversations and provoke discussions. I have a healthy level of comfort with conflict. That is good, and it can be bad, especially when you work with and for attorneys, who are basically the exact opposite. I’m always challenging and questioning why we are doing what we’re doing in order to produce the best results for our firm and our clients.

Heather Morse is Chief Business Development Officer, resident in the firm’s New Orleans office. Nationally respected for her innovative approaches to driving success at law firms of various sizes, Heather helps attorneys meet the business development needs of current and future clients and referral sources. Heather is responsible for overseeing the firm’s business development initiatives, including strategic planning, client development, firm branding and positioning, market analysis/research, and marketing communications. She leads a nationwide team of business development, public relations, events, and marketing communications professionals.

Heather has more than 20 years’ experience in legal marketing and business development with firms across her native

California, where she is a member of the State Bar of California's Task Force on Access Through Innovation of Legal Services. Heather is a Fellow in the College of Law Practice Management, and has held numerous leadership positions in the Legal Marketing Association. She earned a Legal Lean Sigma, Yellow Belt, is certified as a business development coach through Law Vision, and graduated from the Smith-Bucklin Leadership Institute.

To contribute to the conversations surrounding the business of law, Heather launched [The Legal Watercooler](#) blog in 2008, and manages a private Facebook group with more than 1,500 legal marketers throughout the world.