

# BLANKROME

James J. Stapleton | Chief Business  
Development and Marketing Officer

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James Stapleton serves as Blank Rome's Chief Business Development and Marketing Officer. He has extensive experience leading the business development and marketing functions at Am Law 100 firms, with demonstrated success managing global teams and achieving significant results.

Jim works closely with Blank Rome's attorneys and in-house counsel to optimize Firm-client relationships. He has proven ability to transform marketing and business development across diverse sectors to drive revenue growth, corporate expansion, brand differentiation, and client loyalty.

Jim's responsibilities include:

- Growth strategy and integration
- Client service strategy
- Business development strategy and training
- Sales cycle strategies and revenue growth
- Brand strategy
- Talent acquisition
- Organizational excellence and process improvement
- Marketing team management

Jim graduated with a B.S.C. in Finance from Santa Clara University. He is a frequent writer and speaker on the subjects of business development, marketing, client service, metrics, and branding to professional service audiences.

## Education

- Northwestern University, CERT
- Santa Clara University, BSC