

BLANKROME

Sharon Scenna | Director of Client Value

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Sharon Scenna is the Director of Strategic Pricing and part of the Practice Management Department that collaborates with leadership on business planning and innovation. She works closely with attorneys and clients to develop and evaluate pricing structures that address mutual needs. Sharon prepares alternative fee arrangements and oversees strategies to improve managing to those agreements. She also advises on billing rate and compensation models that align with client service needs.

Sharon has 20 years of experience in the legal industry including pricing, practice management, business development and marketing. As a Director of Practice Management, she advised department heads and practice group leaders on business planning, revenue and expense management, paralegal and attorney staffing needs, and coordinated priorities with various administrative departments. As Director of Business Development, Sharon oversaw the marketing and business development team, launched client team programs, and led the successful implementation of CRM.

Sharon has an MBA from LaSalle University and a Bachelors in Marketing from King's College. Sharon serves on the Parent Advisory Board of the Cystic Fibrosis Center at the Children's Hospital of Philadelphia.