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## Kristin Mazovec

Director of Business Development & Marketing  
San Francisco

### Details

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Kristin Mazovec is the Director of Business Development and Marketing for Coblentz. Kristin leads the firm's business development, marketing, and communications efforts, which include strategic planning, practice development, and client development. She is also responsible for planning, directing, and coordinating the firm's marketing, branding, and public relations activities.

Prior to joining Coblentz, Kristin worked in strategy, business development and marketing leadership positions at two AMLaw 100 international law firms and a rapidly growing intellectual property boutique law firm.

Kristin serves on the West Region Board of Directors for the Legal Marketing Association (LMA), and she is an active member of LMA's San Francisco chapter and Lead Marketers Roundtable. She is also a member of Gladstone's Marketing and Business Development Leaders' Boardroom, a forum for senior-level professionals with both marketing and business development responsibilities in law firms.

Kristin holds an M.S. in global strategic communications from Florida International University and a B.B.A. from Florida Atlantic University. She completed the High Performance Leadership Program at the Saïd Business School, University of Oxford.

### Professional Activities

Kristin is an active member of the San Francisco chapter of the Legal Marketing Association (LMA) and LMA's Lead Marketers Roundtable. She completed the High Performance Leadership Program at the Saïd Business School, University of Oxford.

### Education

M.S., Florida International University

B.B.A., Florida Atlantic University