



Melissa Seitter

Managing Director of Business Development

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As the Managing Director of Business Development, Melissa Seitter is responsible for driving the firm's strategic priorities for several of the firm's business units. Ms. Seitter leads the entire lifecycle of business development activity for these products, from demand creation and potential new matters to client experience and relationship cultivation.

Ms. Seitter and her team provide day-to-day direction to the firm's business development activity at the group product level, including driving individual lawyer business development efforts, assessing incoming potential new matters, and assisting with matter conversion. In addition, she is responsible for several of the firm's special initiatives, including Trial Advocacy, Geographic Expansion, Substantive Product Innovation and various other efforts.

Ms. Seitter joined Kobre & Kim in 2008 after working at West Point's Center for Enhanced Performance. During her time at the firm, she has concurrently served in various positions in the New York Chapter of the Legal Marketing Association, and is the co-founder of the Business Development Special Interest Group. She received her BA from Marist College and received an advanced professional certificate in marketing from New York University.

Education

- Marist College B.A.