



## Dineo Thompson

CHIEF MARKETING OFFICER

215.665.3151

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LOCATED IN

Philadelphia, PA

### MEET DINEO

*"Being a 'recovering attorney' makes me particularly effective in persuading attorneys to consider marketing initiatives they might otherwise prefer not to do but at the same time, I'm far enough removed from the practice of law to effectively think like a legal marketer should."*

— Dineo Thompson

As Chief Marketing Officer, Dineo collaborates with senior leadership to execute the firm's business strategy by leveraging Obermayer's position in the market, identifying viable marketing and business development opportunities for attorneys, and representing the firm at industry events.

Dineo started her career as a litigation associate during the Great Recession of 2008. She credits this experience with teaching her how lawyers can effectively market themselves to clients and most importantly, how the art of marketing is very different than the practice of law.

As a "recovering attorney", Dineo is uniquely able to collaborate with attorneys, understand their practice, and then convince them to consider marketing initiatives they might not otherwise contemplate.

When she's not busy chasing her rambunctious toddler or cleaning up after him, Dineo loves to travel – both literally and/or metaphysically by exploring multicultural cuisines. She is also an avid cross fitter.

### NEWS & INSIGHTS

**Dineo Thompson discusses leadership style and more in interview with Slice Communications**

March 09, 2022 by Dineo Thompson

**Dineo Thompson Quoted in Article About Impact of COVID-19 on Law Firm Marketing**

March 30, 2021 by Dineo Thompson

## New Jersey Law Journal: Obermayer Hires Rutgers Alumni Director As CMO

November 10, 2017 by Dineo Thompson

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### EDUCATION

Duke University School of Law, J.D.

Douglass College, Rutgers the State University of New Jersey, B.A.

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### CAPABILITIES

#### Family Law

Adoption  
Child & Spousal Support  
Custody  
Divorce  
Domestic Abuse  
Mediation

#### Litigation

Appellate  
Commercial Litigation  
Construction Litigation  
Cyber Liability Defense  
Environmental  
Insurance  
Trade Secrets  
Transparency and Public Data

#### Bankruptcy & Business Reorganizations

Asset Acquisition  
Creditor Committee Representation  
Creditors' Rights  
Debt Counseling  
Debtor Representation  
Fiduciary Representation  
Lender Liability & Workouts

#### Labor & Employment

Counseling, Compliance & Training  
Employment Litigation  
Employment-Related Agreements  
Executive Compensation & Employee Benefits  
Immigration  
Internal Investigations  
Labor Arbitration  
Traditional Labor Relations & Collective Bargaining  
Wage & Hour

#### Real Estate

Distressed Commercial Real Estate

#### Government & Public Policy

Election Law

#### Municipal Services

Obermayer Municipal Services

#### Industry Focus

Financial Services  
Health Care  
Individuals & Private Clients  
International Businesses  
Local Governments & Municipal Authorities  
Nonprofit Organizations  
Real Estate & Construction

## Business & Finance

Banking  
Corporate  
Intellectual Property  
Lender Liability & Workouts  
Mergers & Acquisitions  
Municipal Services  
Public Finance  
Real Estate  
Tax  
Zoning & Land Use

Universities & Secondary Schools

## Trusts & Estates

Business Succession Planning  
Charitable Giving  
Estate Planning & Asset Protection  
Fiduciary Litigation  
Trust & Estate Administration