



## 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