

Background

Marianne is a Competitive Intelligence Analyst at Fairfax Associates. She is based in Somerset, NJ, and provides competitive intelligence on law firms and legal industry trends to national and global law firm clients.

Marianne is a former Senior Research Analyst at Hildebrandt (the legal management consultancy of Thomson Reuters) where she conducted research and provided information on law firm industry trends, benchmarking, strategic planning and management issues. She managed Hildebrandt's Research and Information function, including a professional research team, edited a weekly email newsletter and was a regular contributor to the Hildebrandt Institute blog, which covered emerging legal market trends and significant industry news.

Prior to joining Hildebrandt, Marianne was a research assistant at the Foundation of UMDNJ as well as a business researcher/competitive information analyst at efinanceworks.com. For 12 years she held various positions in the corporate library network at AT&T Bell Laboratories/Lucent Technologies, including Technical Information Analyst, Marketing Information Specialist and Information Alerting Service Supervisor.

For over 10 years, she has been an Adjunct Professor in the Law Firm Management Master's program in the College of Professional Studies at The George Washington University in Washington, DC, where she teaches competitive intelligence methods, research and resources for the legal industry.



Areas of Expertise

Market & Sector Research

- Conducts strategic research, such as client research and market research
- Monitors market trends and prepares trends presentations
- Prepares custom market presentations
- Researches and produces in-depth market assessment and benchmarking reports

Merger Strategy & Search

- Conducts market research, identifies and evaluates potential candidate firms
- Researches and creates custom law firm profiles
- Tracks US law firm mergers and reports merger trends on a quarterly basis

Education

M.S. Case Western Reserve University, in Library Science
B.A. St. Mary's College (Notre Dame, IN), in History

Professional Memberships

American Association of Law Libraries
Special Libraries Association