
Sheenika S. Gandhi

Chief Marketing Officer

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Sheenika S. Gandhi is the Chief Marketing Officer at Greenberg Glusker. She leads the firm’s marketing and business development strategy, lateral partner recruiting, and growth initiatives.

She serves as a trusted advisor to the firm and works seamlessly with the rest of the C-suite to identify growth opportunities. She oversees a high-performing team responsible for sponsorships, events, communications, public relations, rankings and recognition, digital marketing, marketing technology, business development, and client service.

Sheenika is currently the President-Elect of the Legal Marketing Association (LMA) West Region, following two years on the International Board of Directors. She also previously served as Co-Chair of the Small Firm/Solo Team Shared Interest Group (SIG), as a member of the LMA’s 2021 Annual Conference Advisory Committee, and as Chair of the Southern California Chapter.

She is a sought-after voice on marketing and leadership trends. She regularly speaks at conferences and authors articles on strategy, professional development, and DEI. She has also appeared as a guest on numerous podcasts, often describing her career journey and lessons learned.

Professional Affiliations

- Legal Marketing Association - West Region
 - President-Elect (2026)
 - Continuing Marketing Education (CME) Conference Committee (2018)
 - Tech Conference Committee (2014-2015)
- Legal Marketing Association - International
 - International Board of Directors (2024 - 2025)

- Board Liaison, Education Advisory Council (EAC) (2025 - Present)
- Member, Governance Committee (2025 - Present)
- Co-Chair, Small Firm / Solo Marketer Shared Interest Group (SIG) (2021 - 2022)
- Member, 2021 Annual Conference Advisory Committee (2020-2021)
- Primerus - Executive Committee for Marketing Section (2021 - Present)
- Legal Marketing Association – Southern California Local Steering Committee
 - Immediate Past-Chair (2020)
 - Chair (2019)
 - Vice-Chair (2018)
 - Technology & Communications (2013-2014)
- Communications Committee Volunteer, National Human Resources Association (2018 – 2019)

Community and Charitable Organizations

- Advisory Board Member, Global Jain Network (2021 - 2023)
- Co-Chair, Jain Connect (2020 - 2022)
- Marketing & Communications Chair, Gujarati Society of Southern California (2017 – 2020)
- Former Advisory Board Member and Former Co-Chair, Young Jain Professionals
- Former Co-Chair and Former Publications Director, Young Jains of America

Awards

- Nominee & Finalist, Executive Leadership Awards in the category of Chief Marketing Officer, *L.A. Times Studios* (2025)
- [Power Woman Nominee](#), Southern California Women Leading Real Estate, *Bisnow* (2024)

Bar Admissions

- California

Education

- California Western School of Law (J.D., 2011)
- University of San Diego (BBA, 2008)
 - Business Administration
- University of San Diego (B.A., 2008)
 - International Relations

Thought Leadership

SPEAKING ENGAGEMENTS

- *Building effective event strategies*, Nexl Webinar (Apr. 2026)
- *The Evolving Role of the CMO/CMBDO: What's Enduring, What's Changing* (Facilitator), Legal Marketing Association (LMA) Annual Conference (Apr. 2026)
- *Beyond Right and Wrong: Applying Anekantvada in Modern Workplaces*, Arihanta Institute 4th Annual Engaged Jain Studies Conference (Apr. 2026)
- *The Captain's Compass: Harnessing Emotional Intelligence for Leadership and Client Connection*, The 33rd Annual Chief Marketing & Business Development Officer Forum (Jan. 2026)
- *Strategic Partners: How Business Development Leaders Help Firms Compete and Connect*, World Law Group Annual Summit (Nov. 2025)
- *Silos: The Hidden Threat to Growth and Relationships*, Legal Marketing Association (LMA) Tech West x Southwest Regional Conference (Oct. 2025)
- *Not Just Lawyering: What Early-Career Attorneys Need to Know About Marketing and Business Development*, Primerus Young Lawyers & Marketing Sections Collaboration Networking Call (May 2025)
- *Navigating Succession: Practical Tips to Ensuring Long-Term Success*, Primerus Western Regional Meeting (Jan. 2025)
- *CMO Panel: Mastering Succession Planning*, Legal Marketing Association West Region (Oct. 2024)
- *Google Analytics 4 & Maximizing Your Content*, LMA Tech West Conference (Nov. 2023)
- *Zoom Etiquette, LinkedIn & Generative AI for Business Development*, Greenberg Glusker LLP Internal Training (Oct. 2023)
- *Unlocking Success on LinkedIn: A Guide for Young Lawyers*, World Law Group (WLG) beyond borders '23 (Jul. 2023)
- *Branding For Attorneys: What You Did Not Learn in Law School About Social Media, Public Relations, and Business Development*, California Lawyers Association (Jun. 2023)
- *Utilizing Generative AI in Legal Marketing*, Legal Marketing Association (LMA) - Southern California (Jun. 2023)
- *6th Annual CMO Forum*, Legal Marketing Association (LMA) - Los Angeles (Jun. 2023)
- *Law Firm PR On a Shoestring Budget*, Legal Marketing Association (LMA) Webinar (Dec. 2022)
- *Best Practices in Traditional, Virtual & Social Networking*, Association of Intellectual Property Firms (AIPF) 2022 Annual Meeting (Sept. 2022)
- *Free or Almost Free Tech Tools (That You Can't Live Without)*, Legal Marketing Association Tech West Conference (Apr. 2022)
- *The Legal Business Gambit: Strategically Growing Your Client Base Using Business Development Technology Tactics*, Legalweek(year) 2021 (Jul. 2021)
- *Why a Mailing List and Proper Messaging Is Crucial for Business Development*, Primerus Western, Southern, Northeast, and Midwestern Regional Retreats (Feb. and March 2021)
- *Technology-driven marketing strategy is the key to riding out the economic storm*, International Bar Association "Virtually Together" Conference (Nov. 2020)
- *How to Pursue and Develop BD Opportunities & Strategies in the Virtual Environment*, World Law Group Fall e-Conference (Nov. 2020)
- *Power Through Numbers: Communicating the ROI of Common Marketing and Business Development Activities*, Legal Marketing Association Annual Conference (Oct. 2020)

- *Top 10 Tips for LinkedIn*, Greenberg Glusker LLP Internal Training (May 2020)
- *Update your website bio – best practices to include*, Primerus Marketing Section Call (Apr. 2020)
- *Startup Legal Marketing: Tools and Lessons Learned in Running a Marketing and BD Department*, Legal Marketing Association Annual Conference, Atlanta, GA (Apr. 2019)
- *21st Century Marketing - Practical Ammunition and Ethical Landmines*, State Bar of Nevada Family Law Annual Symposium, Las Vegas, NV (Dec. 2018); and Payne & Fears Internal CLE Training, Irvine, CA (Aug. 2017)
- *Key Performance Indicators for Law Firms*, Legal Marketing Association Continuing Marketing Education Conference, Los Angeles, CA (Sept. 2018)
- *Diversity and Inclusion in the Workplace*, Young Jains of America Convention, Chicago IL (Jul. 2018)
- *LMA Annual Conference Recap*, Legal Marketing Association - Southern California Chapter, Irvine, CA (Apr. 2018)
- *Need A Marketing Plan?* Payne & Fears Internal CLE Training, Irvine, CA (Mar. 2017)
- *Social Media for Legal Marketers*, BeaconLive Webinar Series (Sept. 2015)
- *LinkedIn for Business Development*, Bruins Professionals Orange County Chapter, Irvine, CA (Jun. 2015)
- *Maximizing Your LinkedIn Profile*, Knobbe Martens Training for 150+ attorneys, Irvine, CA (Aug. 2014)
- *LinkedIn Best Practices: Privacy and Settings*, Knobbe Martens Training for 150+ attorneys, Irvine, CA (Jun. 2014)
- *Low-cost and time-efficient online applications for tracking web statistics*, Legal Marketing Association Technology Conference West, San Francisco, CA (Oct. 2013)

PUBLICATIONS

- [How Law Firm Associate Professional Development and Marketing Can Be Intertwined](#), *JD Supra Perspectives* (Oct. 2023)
- [Unlocking Success in Legal Marketing: Key Lessons From a Law Firm CMO](#), *Legal Marketing Association Strategies & Voices Magazine* (Jul. 2023)
- [Driving DEI Change in a Law Firm](#), *JD Supra Perspectives* (Jun. 2023)
- [Infographic: Tech Tools for Firms on a Budget](#), *Legal Marketing Association Strategies & Voices Magazine* (Jun. 2022)
- 10 Tips to Forge Ahead with Diversity and Inclusion Efforts, *Legal Marketing Association Strategies Magazine* (Jul. / Aug. 2020)
- California Minority Counsel Program (CMCP) Annual Business Conference 2018 – Recap of Recaps, *Diversity Matters in the Legal Profession* Newsletter (Jan./Feb. 2019)
- Pro Bono Projects in Law Firms: A Noble Business Development Strategy, *JD Supra Perspectives* (Jul. 2018) (among top 10 authors in JD Supra's "Year in Law Firm Marketing Perspectives – Popular Reads in 2018")
- Twenty-First Century Marketing: Ethical Pitfalls and Practical Pointers for Attorneys Promoting Themselves on Social Media, *Nevada Lawyer*, Vol. 26, Issue No. 6 (Jun. 2018)
- Top 10 Tips to Getting the Most Out of Your Events and Sponsorships, *LMA West Region Newsletter* (Jan. 2018)
- 5 Lessons Learned from the LSSO RainDance Conference - Strategies to Grow Your Business, LinkedIn (Jun. 2016)
- How Top Law Firms Rank in their Use of Social Technology, *Legal Marketing*

Association Strategies+ (Jun. 2015)

- Lawyers: Remove "Specialties" from Your LinkedIn Profile...Now., LinkedIn (Jun. 2014)
- Which Business Development Activity Is Best For You?, *JD Supra Perspectives* (Mar. 2014)
- The power of SlideShare: 6 features to enhance your legal marketing, *Jaffe PR* Guest Blog Post (Feb. 2013)

INTERVIEWS

- Interview with Michelle Calcote King for [Spill the Ink Podcast - How to Get Attorneys to Buy In on Legal Marketing Plans](#) (Aug. 2025)
- Interview with Paul Ryplewski for [Office Hours with JD Supra](#) (Dec. 2024)
- Interview with Alistair Bone (Passle) for [CMO Series Podcast: Reimagining Associate Training For BD Success](#) (Mar. 2024)
- Interview with Christian Banach (Christian Banach LLC) for [CMO Moves Podcast](#) (Aug. 2023)
- Interview with Susan Freeman (Freeman Means Business) for [Wonder Woman Podcast](#) (Mar. 2019)
- Interview with Sharon Berman (Berbay Marketing & PR) for [Law Firm Marketing Catalyst Podcast, Episode 20: The Steady Approach to Firm-Wide Changes](#) (Nov. 2018)
- Interview with David Ackert (Ackert Advisory) for [The Market Leaders Podcast, Episode 9: Introducing New Technology to a Law Firm](#) (Jun. 2017)

Publications

August 5, 2020

10 Tips to Forge Ahead With Diversity and Inclusion Efforts

Legal Marketing Association Strategies Magazine