

# Small Projects with Big Impact

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#ILTAG72





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## SHEILA MENNIS

CRM Manager  
Duane Morris LLP

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As CRM Manager for Duane Morris, I oversee the firm's InterAction CRM database and email communication platform. I am also tasked with identifying new technologies to increase CRM efficiency and ROI, as well as determining effectiveness and defining best practices for email marketing and social media.





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## IVAN VALENTINE

Marketing Information Systems Analyst  
Duane Morris LLP

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I implement and optimize systems used by the firm's marketing and business development group. With an emphasis on CRM and email marketing, I collaborate with our marketing and information systems departments to improve efficiency, troubleshoot, enhance reporting, and automate the flow of data between systems.





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## JESSICA MARLETTE

Knowledge Resources Lawyer  
White & Case LLP

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I am a member of the Florida Bar with over 10 years of experience in the legal field. In my current role, I develop and support content management strategies to ensure the firm leverages its information assets and identify and advise on process improvements to knowledge tools and resources. I also help develop and deliver knowledge and information governance training initiatives.





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## SCOTT RECHTSCHAFFEN

Chief Knowledge Officer  
Littler Mendelson, P.C.

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As Littler's Chief Knowledge Officer, I lead the firm's effort to provide innovative client services by integrating new technologies and work processes and enabling attorneys and clients to access the collective knowledge and experience of the firm's more than 1,200 attorneys.





Carrie.Remhof@  
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## CARRIE REMHOF

Experience and Relationship Management Supervisor  
WilmerHale

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Carrie is an experienced marketing technology professional with a focus on using process improvement to advance business strategy. Drawing upon her strong technical background, Carrie finds innovative solutions to improve data quality, champion user adoption and simplify complex reporting. Effective at delivering high quality programs and solutions from strategy through tactical implementation and is well versed in organizational change. Her primary areas of involvement include Client Relationship Management (CRM), data integrity and experience management.

