



Anne Heathcock

Managing Director
Marketing & Business Development

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With nearly 30 years of marketing and business development experience, Anne has developed and implemented business development strategies for the firm, its offices, practice and industry groups, and individuals. She oversees a team of 60+ BD professionals who are organized into four marketing and business development verticals, including industries, client teams and markets; branding and global communications; data analytics and marketing technology; and business development.

Anne joined Winston in 1994 and currently serves as the firm's managing director for marketing. In this role, she works directly with firm leadership in implementing firmwide strategic marketing and sales objectives. She collaborates with firm development colleagues on major recruiting and integration efforts. She also works closely with the Talent team on business development-related training and coaching. Recent accomplishments include leading the redesign of the firm's website and developing a new, analytics-backed marketing collateral system.

In addition, she is an integral member of the team that plans and implements Winston's biannual partners conference.

Recent Experience

Activities

Anne is a member of the Legal Marketing Association. She also serves as a member of Winston's Diversity and Inclusion Committee and on the Women's Leadership Initiative.

Credentials

EDUCATION

Anne received a B.A., *magna cum laude*, from the University of Illinois at Urbana-Champaign in 1990, where she was a member of Phi Beta Kappa.

Related Insights & News

NEWS

Winston Selects New Diversity & Inclusion Committee Chair and Members

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