

# BARETZ+BRUNELLE

## Kenneth Gary Joins Baretz+Brunelle as Chief Business Development Officer

*Former VP of American Lawyer Media/Publisher of The National Law Journal and Other ALM Publications  
to Lead B+B's Digital Marketing and Legal Technology Growth Efforts*

NEW YORK - November 1, 2016—[Baretz+Brunelle](#) announced today that Kenneth Gary, former vice president & group publisher of American Lawyer Media's national legal publications, has joined the company as its Chief Business Development Officer.

Trained as both an attorney and a journalist, Gary will lead B+B's continuing expansion efforts within the legal and financial services industries. Building on his extensive experience developing international marketing campaigns for law firms utilizing best-in-class digital marketing tactics, Gary will focus on the development of B+B's digital content marketing strategies for existing and future clients. Gary will leverage years of marketing experience both as a legal technology service provider and from his advisory role with ALM's tremendously successful LegalTech conferences to advance the firm's growing base of legal technology and law firm consulting clients.

"In hiring Ken, we stayed true to the old adage: 'All lasting business is built on friendship,'" said Spencer Baretz, B+B's co-founding partner. "After years doing business together, we are thrilled to take this next natural step with him joining our team. Only a handful of people truly understand the big picture of how today's marketing strategies are being used to connect legal professionals to their target audiences. Ken Gary is among that select few. I cannot overstate how big of an asset he will be to our terrific clients and our wonderful team."

At ALM, Gary directed the business and sales growth of the company's leading publications, *The National Law Journal*, *LegalTimes*, *Corporate Counsel* magazine and *InsideCounsel*. Overseeing ALM's entire portfolio of legal brands, he played a significant role in developing the company's digital strategy, including the creation of new platforms for its editorial products. Among other innovations, Gary played an integral part in introducing native advertising, *The National Law Journal's* Trailblazer award series, and a wide range of content marketing tools to ALM and its clients, developing an unparalleled reputation for revenue generation in the legal market.

"I'm beyond excited to join Baretz+Brunelle," Gary said. "I dedicated the last eight years of my professional career to successfully building, branding and marketing new products to the legal marketplace. Now I have the opportunity to use that experience to expand the size and scope of what is already the best communications firm in the legal space. It's a perfect fit."

In 2014 Gary was instrumental in launching the groundbreaking ediscovery provider [OmniVere](#) and served on its executive committee as senior vice president and chief marketing & business development officer. He returned to ALM Media for a larger role after achieving national recognition for OmniVere within the legal community and across a number of regulated market verticals.

Gary also brings years of event experience to B+B, having conceptualized, marketed and produced hundreds of live events during his time at ALM and OmniVere. He also previously served on the LegalTech Vendor Advisory Committee and the Legal Marketing Association's 2015 annual conference planning committee.

"Given his knowledge of the legal and media landscapes and his familiarity with new digital tools, Ken is an ideal addition," said Cari Brunelle, co-founding partner of B+B. "But most importantly, Ken shares our belief that all marketing comes back to relationships, and that is his ultimate strong suit."

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## **About Baretz+Brunelle**

Baretz+Brunelle is a corporate communications agency that helps its clients be respected, trusted and remembered, the three things all great companies want to be. Baretz+Brunelle's clients are elite law firms, top financial advisors and leading corporations. From its offices in New York, Chicago, Charlotte, Detroit, Richmond and Houston, the firm uses a variety of tactics tied directly to business strategy that help clients break through the clutter and showcase their expertise, demonstrate their value, and influence their markets. For more information, visit [www.baretzbrunelle.com](http://www.baretzbrunelle.com).

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