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**Education**

Lakehead University (1996) BA  
(Honours)

**Contact**

T 416-865-3059  
mhunter@litigate.com

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# Mark Hunter

**MARK HUNTER**

is the Senior Manager of Business Development at Lenczner Slaght.

Mark is charged with the development and execution of the firm's business development strategy while overseeing client-centricity in all aspects of the firm's business.

An award-winning business development, marketing, and communication executive, Mark believes client experience is everything. Being laser-focused on client needs, he builds impactful, tailored client solutions that redefine and strengthen client relationships. Through expert listening, collaboration, and clear communication, he transforms lawyers who know the law into great lawyers who truly understand their clients.

Mark has also been a contributing author to *Slaw* since 2010, where he shares his expertise on business development, marketing, and communications in the legal industry.

Prior to joining Lenczner Slaght, Mark's career spanned B2B and B2C industries, including legal, engineering, technology, and automotive.

## SELECT PUBLICATIONS AND PRESENTATIONS

- **Redefining Business Development for Modern Canadian Lawyers** – Mark Hunter authored an article published by *Slaw*, exploring how lawyers can break away from traditional business development methods and create authentic strategies that align with their unique strengths. *(Prior to joining Lenczner Slaght)*
- **What They Didn't Teach You in Law School: Marketing, Management, and Mentorship** – Mark Hunter was invited to speak at a LAWPro and Toronto Lawyers Association program, offering actionable takeaways in marketing, management, and mentorship, and equipping participants with the tools to elevate their legal careers. *(Prior to joining Lenczner Slaght)*
- **Unleashing Excellence: Revolutionizing the Client Experience in Legal and Professional Services** – Mark Hunter joins David Ackert on *Market Leaders*, a podcast featuring insights from marketing and business development innovators. He discusses evolving client expectations, the importance of aligning with client values, and strategies for improving communication, transparency, and trust. *(Prior to joining Lenczner Slaght)*
- **The Evolution of Business Development** – Mark Hunter joins Steve Fretzin on *BE THAT LAWYER*, a podcast focused on strategies and resources for growing a successful law practice. They explore why lawyers often struggle with business development, the importance of early preparation, and the impact of the pandemic on client relations. The episode also offers practical strategies for lawyers to enhance their value

to clients and strategic partners. *(Prior to joining Lenczner Slaght)*

- **CMO Series: What It Takes to Build Effective Business Development Skills in Lawyers** – In Passle’s CMO Podcast series, Mark Hunter discusses what it takes in practice to build effective business development skills in lawyers. *(Prior to joining Lenczner Slaght)*

## PROFESSIONAL ACTIVITIES

- The Law Office Management Association  
President (2022-2023); Board of Directors (2011-2012, 2021-2023);  
Marketing Special Interest Group Leader (2011-2012)
- Legal Marketing Association  
Diversity and Inclusion Committee (2021-2022); Vision 2030 Task Force  
Committee (2020-2021)
- Consulting Engineers of Ontario (now ACEC-Ontario)  
Communications Committee (2014-2017)
- Meritas Worldwide  
Chair, Canadian Marketing Committee (2011-2013)
- Slaw.ca (2010-present)  
Contributing Author
- Canadian Marketing Association  
eMarketing Executive Steering Committee (2004-2005)