

FIRM NEWS

Schulte Roth & Zabel Announces New Chief Marketing & Business Development Officer Nicole Petrie

May 25, 2021

Schulte Roth & Zabel (SRZ) is pleased to announce the addition of Nicole Petrie as the firm's first Chief Marketing & Business Development Officer, resident in the New York office. She joins the firm from KPMG, where she most recently served as the Global Head of Client Experience & Market Development.

Ms. Petrie has over 20 years of global experience in professional service firms, where she has led business development, sales transformation and communication strategies to achieve brand differentiation and growth. In this innovative new role, she will work closely with firm leadership, the Executive Committee and a cross-functional marketing team to guide and expand the firm's marketing and business development strategy.

"We are thrilled to welcome Nicole to SRZ. She brings a unique combination of international experience working in the professional services industry, as well as in business development and sales transformation, which will be invaluable as we further expand our own marketing and business development objectives," said David Efron, SRZ co-managing partner and co-head of the Investment Management Group.

"Nicole is an accomplished global leader who will bring a sharp strategic vision to our marketing and business development objectives. We are excited to work with her as she takes on this vital role," commented Marc Elovitz, SRZ co-managing partner and chair of the Investment Management Regulatory Compliance Group.

“I am delighted to join SRZ, where we are passionate about a culture which puts the client at the center of our vision and strategy. I look forward to working together with the firm’s leadership to drive growth and brand differentiation through a relentless focus on the client experience,” said Ms. Petrie.

Related People



**Nicole
Petrie**

Chief Marketing &
Business Development
Officer
New York



**David
Efron**

Partner
New York



**Marc
Elovitz**

Partner
New York