



JIM STAPLES

CONSULTING, LLC

Jim Staples



Jim is the principal of Jim Staples Consulting, LLP, and he helps clients grow by designing and building their brands, their marketing teams, and their focus on business development. He started his career as a teacher, and that experience is critical to the approach he brings to his work now.

“I used to think that I’ve had two separate careers: one as a high-school teacher, coach, and administrator, and one as a marketer,” he says. “I now see them as blended, and that my role is to teach professional service providers how to brand and go to market effectively, and how to bring in business. This combination of skills is, to my knowledge, unique. I know how to listen, take different approaches depending on the firm or individual, and use warmth and humor to get even the most introverted subject matter expert to see that a strong

brand, focused marketing, and the skills of business development are manageable and achievable.”

Comfortable with complexity and ambiguity, Jim is a key advisor to a management team. He has a positive, collaborative leadership style, and outstanding written and oral communication skills. For more than a decade, he served as the Chief Marketing Officer for three Am Law 200 law firms: Fox Rothschild, Cozen O’Connor, and Miles & Stockbridge. In each case, he led the firm through a rebranding process and helped modernize the firm’s marketing and business development initiatives. Prior to his law firm experience, Jim was the VP of Global Marketing for Right Management and was national brand and marketing manager for Invisible Fence Company.

Jim holds a bachelor’s degree in philosophy from Princeton University and a master’s degree in English Literature from Villanova University. Jim lives in Devon, PA, with his wife, Cathy, who teaches in the English Department and Honors Program at Villanova University and has published two books of poems. Jim and Cathy have three grown children, Claire, Natalie, and Kevin.