

## Michael Zwerin

CHIEF BUSINESS  
DEVELOPMENT OFFICER  
*San Francisco*

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## EXPERIENCE

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Michael Zwerin is the chief business development officer of Wilson Sonsini Goodrich & Rosati, where he leads the firm's revenue growth strategies through a combination of go-to-market initiatives, client development programming, and innovative, technology-based solutions. With 20 years of experience in senior-level legal marketing roles spanning multiple Am Law 100 firms, Michael has led a wide variety of new business generation initiatives at the regional, national, and international levels.

At Wilson Sonsini, Michael oversees the firm's business development, client service, and marketing technology teams. Prior to his legal marketing career, he served as the head of business development for a product licensing company, as well as the lead financial editor for a venture capital research firm.

Michael holds a B.A. from Pitzer College and an M.B.A. from Santa Clara University.

## CREDENTIALS

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### Education

- M.B.A., Santa Clara University
- B.A., Pitzer College