



# Archer Announces New Chief Business Development Officer

Press Releases

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Archer is pleased to announce that Andrew J. Manfredo has joined the firm as Chief Business Development Officer. In this newly-created position, Andrew is responsible for the implementation and advancement of a strategic integrated business development and marketing platform to support the firm's overall growth, enhance existing client relationships, and expand the firm's client base. Andrew will work closely with Archer's Executive Management and Business Development Committees. He will lead the firm's team of marketing professionals and oversee Archer's marketing, communications and brand-building activities.

Andrew has over twenty years' of experience in business development, client service, strategic management, and marketing in both agency and professional services environments. A driven and creative planner, Andrew brings to Archer a wealth of experience, a track record of success, and a deep understanding of the evolving legal landscape. He has earned an excellent reputation directing the marketing and business development efforts of some of the country's leading law firms, most recently as Senior Business Development & Marketing Manager for Faegre Drinker. Prior to that, he was Senior Business Development Manager for Fox Rothschild and Marketing Operations Manager for Ballard Spahr.

"I'm excited about joining Archer's team," said Andrew. "The firm has been a leader in the legal industry for more than 90 years and I'm looking forward to leveraging that legacy in the years ahead. It is a great time to be joining a firm with the ambitions, strengths and platform that Archer has."

"We are very happy to welcome Andrew," said Christopher Gibson, Archer president. "He has a significant background in business development with a wealth of knowledge and experience in the legal field. We're excited about the expertise he will bring to our efforts for identifying new opportunities for growth."

An active member of the LGBTQIA+ community, Andrew participates in various local and regional events throughout the year. He will be actively supporting the firm's Diversity Committee initiatives and collaborating with Archer's Chief Diversity, Equity and Inclusion Officer, seeking to enhance the diversity of the firm and strengthen allyship within the legal profession, and the communities in which we serve.

Within the legal and marketing industries, Andrew is a member of the Legal Marketing Association and the American Marketing Association. Andrew received his Master of Business Administration from Drexel University's LeBow College of Business and his Bachelor of Arts in Advertising, Consumer Behavior and Design from Ithaca College.

Founded in 1928, Archer is a full-service regional law firm serving Fortune 100 clients, small to medium-sized businesses and individuals. The firm provides litigation and transactional services in a variety of areas, including business counseling, labor & employment, real estate, health care, intellectual property, family and matrimonial, personal injury, public finance, tax, trusts and estates, bankruptcy, land use and environmental law. With more than 170 attorneys, Archer has eight offices throughout the Mid-Atlantic region, including Haddonfield, Hackensack, Princeton and Red Bank, NJ; Philadelphia and Harrisburg, PA; Wilmington, DE; and New York, NY.

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