

Catherine Trow Head of BD & Marketing, Geneva



Catherine leads the firm's Business Development & Marketing team. She joined the firm in 2021, after more than 20 years in senior business development, marketing, public relations and communications roles in some of the leading global law firms, based in London. She also worked as a legal journalist for five years, and originally qualified and worked as a tax lawyer in New Zealand.

Career History

- + Head of BD & Marketing, LALIVE, Geneva, 2021 – present
- + Director, Overture London, London, 2018
- + Director of Business Development, Dentons, London, 2014 – 2016
- + Senior BD Consultant – Dispute Resolution, Dentons, London, 2013 – 2014
- + Head of Branding and Campaigns, Herbert Smith, London, 2009 – 2013
- + Head of Marketing Communications, Freshfields Bruckhaus Deringer, London 1998 – 2007

Academic Qualifications

- + University of the Arts, London, Postgraduate Certificate of Periodical Journalism, 1994
- + High Court of New Zealand admission as barrister and solicitor, 1986
- + Bachelor of Laws, University of Canterbury, New Zealand, 1985

Contact

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Languages

- + English

Nationality

- + British
- + New Zealander

