



THINK FORWARD

Brinks CMO Named to Crain's Chicago's 2020 List of Notable Marketing Executives

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CHICAGO – Brinks Gilson & Lione, one of the nation's largest intellectual property law firms, is proud to announce that chief marketing officer Sivan Galinsky has been named to the Crain's Chicago list of 2020 Notable Executives in Marketing. The list recognizes accomplished marketers in Chicago who have contributed their knowledge and skills to help grow their organizations.

With nearly 15 years of legal marketing experience, Sivan leads the marketing and business development teams at Brinks. Since joining the firm in 2017, she has formalized a process that emphasizes collaboration among the firm's practice groups paired with a commitment to expand individual attorneys' business development savvy. The principle is to hone the strengths of each attorney to fortify the team.

"I thank Gus [Siller, firm president] and the firm for nominating me for this recognition," Sivan said. "Above all, though, I thank them for providing me with the platform and flexibility to succeed as a working mom with two small children at home. Not all law firm environments allow for a semblance of work life balance and Brinks is one that does."

Sivan takes a hands-on approach, from developing an extensive firm-wide training curriculum to pulling over on Lake Shore Drive to guide an attorney through a pitch. She measures her own success by that of her team, the attorneys, and the firm.

"From day one at Brinks, Sivan has strived to make sure that our values are appreciated both externally and internally," says firm president Gus Siller. "She has been a significant influence ensuring that our clients know that our brand is built on one of our core strengths—a team-based approach to representation."

[Read more at Crain's Chicago.](#)

Brinks Gilson & Lione

Celebrating more than 100 years of intellectual property law, Brinks Gilson & Lione is one of the largest intellectual property law firms in the U.S., and helps clients around the world protect and enforce their intellectual property rights. Our lawyers, patent agents and scientific advisors assist clients in all aspects of patent, trademark, unfair competition, trade secret, and copyright law. Brinks attorneys provide informed counsel with respect to innovations in a range of complex and valuable technologies, including pharmaceuticals, chemicals, bioengineering, industrial manufacturing, electronics and software, and medical devices. Visit www.brinksgilson.com for more information