



Snap-D Marketing, Inc



Sandra Napoli-D'Arco holds an MBA, is a consultant and coach to law firms, professional service firms, educational institutions, associations and businesses on strategic marketing, business development, operational management, social media and client development issues. She founded Snap-D Marketing after leading in-house marketing, business development and client development initiatives at large, highly regarded law firms in Chicago, Los Angeles and London. With a history and solid reputation of developing award-winning campaigns that create brand, marketing and public relations awareness, and a keen sense of business and passion for her work, she has helped hundreds of organizations generate millions of dollars in new business, while strategically creating and managing their public reputation. It is this strong reputation and sought-after knowledge that landed Napoli-D'Arco a weekly column in the "Chicago Daily Law Bulletin." Her column, "Ask Snap-D," provides answers to legal marketing, business development, strategic planning and law firm management questions from lawyers and judges from across the state of Illinois. In addition to Sandra's in-depth experience in the legal arena, she also leads marketing, business development and public relations initiatives for the educational, financial and health care sectors, while also being a game changer for associations and not for profit industries.

Sandra has won awards for innovative marketing programs, including NCMPR's Paragon award and is a frequent sought out speaker in all areas of law firm marketing strategy and operations.