



## OVERVIEW

Greta Cohen serves as the SVP, Lead Generation & Partnerships, and is based in the firm's Fort Lauderdale office. She is responsible for originating, qualifying, and nurturing leads, developing sales pipelines, funnels & conversion as well as leading the development of new partnerships. Greta identifies the best partnerships as new revenue streams as it pertains to a company, organization, government with multiple legal services needs and one which becomes Kelley Kronenberg's bellwether in marketing conversions.

Greta is a highly-skilled corporate communicator who possesses extensive experience in strategic negotiations, creative development, account management, and client services.

Prior to joining Kelley Kronenberg, she worked for more than a decade at a large New York City agency, where she led the charge in media and marketing outreach across the eCommerce, Quick Service Restaurant, Retail, and Pharmaceutical categories.

Greta is motivated by finding effective and creative ways to deliver messaging to the right audience at the right time. It is her priority to ensure that her firm's expectations are not only met but exceeded as her success is tightly aligned with their needs, best interest, and growth.

As a native New Yorker, Greta recently gave up the brutal winters and congested city streets of the Northeast for the swaying palm trees and warm sunshine of South Florida.

Greta attended the Fashion Institute of Technology, graduating with a dual degree in Advertising Communications and Advertising Design. She was awarded the 2019 ROI Excellence Award for Best Social responsibility

## CONTACT INFORMATION

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## EDUCATION

- Fashion Institute of Technology, Marketing, 2003

## MEDIA

- Featured, "Who's Who Women of Influence", *Lifestyle Magazine*, September 2021