



Kristen Di Zinno, Director of Marketing and Business Development

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Professional Summary

Kristen Di Zinno oversees Procopio's firm-wide marketing and business development initiatives. In this role, she is responsible for strategic marketing, practice group development and planning, market research, marketing technology (website), corporate sponsorships, public relations, and both internal and external communications.

Ms. Di Zinno has spent the greater part of her career working with global professional services firms to develop and implement strategic client relationship programs, while raising their profile in key marketplaces. Prior to joining the San Diego office of Procopio, Cory, Hargreaves & Savitch LLP, she was with the New York office of Paul Hastings Janofsky & Walker LLP, where she managed the firm's global client relationship program. Before working at Paul Hastings, Ms. Di Zinno led the marketing and business development efforts of the northeast banking and securities practice of Deloitte & Touche LLP, also in New York. She joined Deloitte from the global marketing division of The Bank of New York, where she focused on branding and marketing communications for the private client and asset management sectors.

Ms. Di Zinno holds a B.S. in Business and Economics, with a major in marketing, from Lehigh University.

Ms. Di Zinno is a member of the Junior League of San Diego and serves as Co-Chair of Fundraising for the San Marcos Baseball Club.