

LawVision Group Completes Search for Buchanan Ingersoll Rooney

By [LawVision](#) on June 7, 2017

Melissa Croteau has joined Buchanan Ingersoll & Rooney PC as the firm's Chief Business Development Officer. Melissa and her team will support the firm's overall strategic direction by playing a key role in shaping the client retention, client service, and business development support strategy across the firm's offices. According to Silvia Coulter, Principal of LawVision Group, "Melissa is a strong leader who brings a great depth of knowledge and experience to Buchanan." In this important leadership role, Melissa will be working with the firm's other C-level business professionals.

Prior to joining Buchanan Ingersoll & Rooney, Melissa was the Chief Marketing Officer at an AmLaw 100 firm where she instrumental in expanding and shaping the firm's marketing and business development focus, including building the marketing and business development strategy for the firm's successful merger with another major firm.

Buchanan Ingersoll & Rooney partnered with [Silvia L. Coulter](#), Founding Principal and [Bruce Alltop](#), Principal of LawVision Group for this executive level position.

[Buchanan Ingersoll & Rooney](#) is an AmLaw 200 firm with more than 500 attorneys and government relations professionals in 17 offices across the U.S. The firm has formalized a model for consistently delivering the service attributes its clients most value. A nationally recognized firm, Buchanan provides a wide range of services in the areas of health care, financial services and banking, litigation, intellectual property, labor and employment, real estate, corporate and business law, tax, energy, and government relations.