

# Kathryn B. Rotte

## Marketing Director



### About Kathryn

Kathy Rotte serves as marketing director for RCO Law driving the Firm's marketing and business development efforts with individual lawyers and practice groups. She is responsible for developing the Firm's marketing strategies and campaigns to increase recognition and strengthen the firm's client base in local, regional and national markets.

With her years of experience, she contributes extensive experience in marketing, public relations, media relations, internal and external communications, strategy, crisis management, and special events having worked for a Fortune 500 corporation; leading national healthcare insurer; regional health care provider; the Toledo Museum of Art; and a leading private school.

Active in her profession and in community, Kathy serves on various committees as well as several local and regional boards.

### Education

The University of Toledo, B.A.

### Professional Associations

Legal Marketing Association, 2019-Present

Public Relations Society of America

### Community Involvement

St. Ursula Academy, Board of Directors, 2017-Present

YMCA Storer Camps Advisory Board, Chairman, 2015-2020

Junior League of Toledo Sustainer Representative, 2018-2020

American Cancer Society Harvesting Hope Chairman, 2018 and 2019

Extreme Makeover: Home Edition Toledo Build 2008, Marketing and Corporate Contributions Chairman

Bethany House, Former Board Member

Toledo Botanical Garden, Former Board Member

YMCA Metro Toledo Board of Directors, Former Board Member, Marketing Chairman; Annual Fund Co-Chairman

### **Accomplishments**

YMCA Legion of Leaders Award

YWCA Toledo Women in Industry Award, Business

Financial World - Annual Report Bronze Award

### **Get in Touch**

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