

## Saul Ewing Adds Marketing, Business Development Officer

By **James Boyle**

Law360 (January 23, 2026, 4:31 PM EST) -- Philadelphia-based Saul Ewing LLP has expanded its professional executive team with the recent addition of a chief marketing officer, who plans to use his more than 20 years of business development experience to guide the firm's growth strategy.

Justin Portaz was welcomed to Saul Ewing this week as the chief marketing and business development officer, the firm announced Thursday. Portaz is based in the Chicago office and takes over the role from Kelly B. Enache, who has been promoted to chief operating officer.

Portaz told Law360 Pulse in an interview Friday afternoon that he was attracted to Saul Ewing by its commitment to people, both clients and their representatives. The firm has also shown that it is prepared to invest in marketing strategies to drive revenue, he said.



Justin Portaz

"They want to sharpen that strategic arrow," Portaz said. "Saul Ewing has a deeply collaborative platform that dares to be different. This is an opportunity to connect their clients' insight and intelligence with the attorneys and professionals in the office."

Through conversations with firm leaders before joining the executive team, Portaz found that their approach to business development matched his philosophy of human-centric collaboration.

"There is a deep commitment here to the human side of business and using it as a driving force of growth," Portaz said. "I'm here to help create opportunities where our people can be the best versions of themselves and pour that into the client relationship. It is a challenging thing to navigate."

While stationed in Chicago, Portaz plans to make in-person visits to Saul Ewing's other offices, starting with a trip to Philadelphia next week. He wants to make connections with the rest of the firm as soon as possible and fully understand the attorneys' perspectives, Portaz said.

"I am paying attention to how we are connecting to the needs of our clients and seeing how our firm's capabilities are aligning with clients' needs," Portaz said. "Law firms are a deeply personal business built on relationships and trust. We don't have a nice, clean product we can put on a shelf. We have to really invest in the relationships."

Portaz earned his undergraduate degree from Georgetown University and started his career as a marketing coordinator for Akin Gump Strauss Hauer & Feld LLP, according to this LinkedIn profile. He moved to Hogan Lovells US LLP in February 2007, then joined Jenner & Block in December 2012 as director of global client and business development. By February 2020, Portaz had been named chief marketing and business development officer for Jenner & Block.

"Justin is a respected leader who brings deep expertise to this role," Jason M. St. John, managing partner of Saul Ewing, said in a statement. "We look forward to his leadership in helping our attorneys grow their practices through data-driven insights that strengthen client relationships, uncover new opportunities and drive client growth and satisfaction."

--Editing by Karin Roberts.

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