

# PRESS RELEASE

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## CMS appoints Chief Marketing Officer

Frankfurt, 11 January 2022 – Global law firm CMS today announced the appointment of Rob Gijzen as Chief Marketing Officer, effective immediately. Currently, Director of Business Development, Marketing & Communications at CMS Cameron McKenna Nabarro Olswang LLP (CMS UK), he will succeed Isabel Scholes, who was recently appointed as Executive Director for CMS.

Based in London, Rob will lead the global business development, marketing and communications function of CMS Legal Services EEIG, the central service unit for all CMS member firms. He will also continue to lead the CMS UK marketing team.

A Dutch national, Rob has more than 27 years of experience in senior business development (BD) and marketing roles at major international law firms in the United States, Asia and Europe. Since 2015, he has led the CMS UK BD and marketing team in the lead up to, and following, the successful three-way merger between CMS Cameron McKenna LLP, Nabarro LLP and Olswang LLP in 2017. Prior to that, he held senior global and regional BD roles at Baker McKenzie, Clifford Chance and DLA Piper.

Commenting on the appointment, Isabel Scholes, Executive Director, said: “We are delighted that Rob has agreed to lead the international business development and marketing team during this crucial period for the firm. As the pandemic continues, our multinational clients are facing a raft of ongoing and new challenges, on which CMS is ideally placed to advise. From pandemic-related issues to the rise of class actions, and from ESG, the energy transition and climate change risk to cybersecurity, CMS offers clients a comprehensive, global service. In his role, Rob will be responsible for setting the strategic direction of our firmwide go-to-market approach, streamlining our business development and marketing processes, and ensuring consistent global standards. His global experience at some of the world’s largest law firms has given Rob the requisite skills to make a tangible difference in his new role.”

Rob Gijzen commented: “CMS is an innovative global law firm with an ambitious growth strategy. I am excited about the opportunity to work with colleagues in the various CMS member firms to help deliver on CMS’s ‘future facing’ brand promise and to create a service offering that reflects our local and multinational clients’ expectations in a rapidly changing environment.”

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**Notes to editors:**

**CMS**

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