



Falck joins the law firm Hodgson Russ's marketing department; As marketing and business development manager

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According to Hodgson Russ, Sherri Falck has joined the law firm's marketing department as marketing and business development manager.

Linda Schineller, director of marketing and business development, said, "Sherri brings a wealth of experience in a wide range of high-level marketing and business development functions, and has proven strategic, analytical, creative, and relationship-building abilities. I know her strong client-service orientation will provide our firm's attorneys with the tools they need to even better serve our valued clients. Our attorneys and staff are looking forward to working closely with Sherri." Falck will work with Schineller and the firm's attorneys to implement the firm's marketing and business development strategies. Falck will also manage all marketing department operations.

Prior to joining Hodgson Russ, Falck served as business development manager, Downtown Dayton Partnership, Dayton, Ohio; partner and account director at Force5 Studios, N.Y.C.; director of advertising, Douglas Elliman Real Estate, N.Y.C.; account executive, Leo Burnett, San Jose, Costa Rica; and account executive, Saatchi & Saatchi Rowland, Rochester.

Hodgson Russ attorneys facilitate the U.S. legal aspects of transactions around the world. We practice in virtually every substantive area of law and generally use multidisciplinary work teams to serve the specific, often complex, needs of our clients, which include public and privately held businesses, governmental entities, nonprofit institutions, and individuals. Hodgson Russ has offices in Buffalo, New York City, Albany, and Johnstown, New York; Palm Beach, Florida; and Toronto, Ontario.

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