POMERANTZ LLP



Katarina Marcial

Senior Marketing Manager

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Katarina Marcial, who joined Pomerantz in 2024, oversees marketing at the Firm. Collaborating closely with the leadership team, she devises marketing strategies, branding initiatives, and communication campaigns. Additionally, she co-edits *The Pomerantz Monitor*, the firm's quarterly newsletter, manages the social media strategy, manages the production of RFP responses, and oversees the website rebranding project. Katarina brings years of experience in marketing strategy, content development, project management, and brand development to Pomerantz.

Before joining Pomerantz, Katarina managed multiple brand launches and marketing initiatives across several industries, including media, events, publishing, non-profit, and higher education. She holds a Bachelor of Science from Cornell University and a Master of Business Administration from Babson College's F.W. Olin Graduate School of Business. Katarina is a strong advocate for mentorship and actively supports younger professionals.

EDUCATION

- Cornell University
  - Bachelor of Science (B.S.)
- Babson College – F. W. Olin Graduate School of Business
  - Master of Business Administration (M.B.A)