



CMO Interview Questions

The following questions are meant to supplement your usual set of interview questions. Together, they yield rich insights into each candidate's ability to mesh with your law firm's culture, represent your firm publicly, think strategically, and speak candidly with your partners.

1.) Question: Based on your own research about our firm, what do you think sets us apart? What makes us different from other law firms with similar practice areas?

Intent: These questions reveal how well a candidate understands your firm's unique positioning and culture. It also shows that they are capable of understanding the nuances between law firms that might otherwise appear to be quite similar.

2.) Question: In your estimation, what are some of the weaknesses in terms of how our brand is presented?

Intent: Can the candidate gracefully provide constructive criticism? This question is about how they communicate as much as what they notice.

3.) Question: Based on your understanding of our firm's brand, how do you think we could communicate our difference more effectively?

Intent: The answer to this question demonstrates the extent to which a candidate can think strategically about your brand.

4.) Question: What marketing tactics should our firm deploy to communicate our difference more effectively?

Intent: With this question, candidates demonstrate their ability to translate a high-level strategy into specific tactics.

5.) Question: What do you see as the biggest trends in marketing that our firm should know about?

Intent: This question reveals how up-to-date your candidates are with the latest marketing trends. In addition, it demonstrates their ability to discern which trends actually make sense for your law firm.

6.) Question: How would you measure the success of your marketing efforts for our law firm?

Intent: The way a candidate answers this question sheds light on their ability to connect marketing efforts with measurable results.

7.) Question: We've just won a major decision and want to make sure it's known among those who count. How would you go about spreading the word?

Intent: This question reveals your candidates' approach to PR.