



Iwona Kesting

Chief Business Development & Marketing Officer

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Iwona Kesting joined Kilpatrick in 2026 and serves as the firm's **Chief Business Development and Marketing Officer**. She leads the firm's business development, marketing, communications, client development, and market intelligence functions, working closely with firm leadership to support Kilpatrick's strategic growth objectives and client service priorities.

Iwona has more than a decade of experience helping law firms strengthen client relationships, identify growth opportunities, and align business development strategies with evolving client needs. She is focused on creating programs, processes, and technologies that help attorneys better understand their clients' businesses, anticipate emerging challenges, and deliver coordinated, industry-informed legal solutions.

Her experience includes developing strategic client and industry programs, implementing client relationship and intelligence platforms, and leading firmwide initiatives that improve collaboration across practices and offices. She is also passionate about leveraging innovation, data, and emerging technologies to enhance the client experience and help clients access the full breadth of a firm's capabilities.

Prior to joining Kilpatrick, Iwona served as Global Director of Business Development & Communications for an AmLaw 10 international law firm, where she led a global team of approximately 120 professionals and directed strategic growth, client development, communications, and business transformation initiatives. She also previously led global business development and marketing strategy for other prominent global firms, with a specific focus on regulatory. Iwona's key areas of focus included Data Privacy and Cybersecurity, Information Governance, Election Law, and expansion to global markets, including Europe, Asia, and Africa.

Iwona is a frequent contributor to discussions on legal business development, client service, and innovation, including appearances on Passle's CMO Series Podcast, where she shared insights on maximizing the value of marketing technology investments in law firms.

Iwona was born in Poland and is proficient in Polish. She has two young children and enjoys running and spending time outdoors.

Education

James Madison University B.S., Biology (2010) Minors in Writing, Rhetoric, and Technical Communication

Professional & Community Activities

Advisory Board Member (Index Solutions)>

Legal Marketing Association (LMA)

Marketing Leaders Roundtable (MLR100)

ChangeMakers

Gladstone Group

Northeast Track Club (a D.C.-based, global running group), Founder and President-Emeritus (2020-2025)

Insights

[News](#)

Kilpatrick Launches Internal AI R&D Lab

June 9, 2026

[News](#)

Kilpatrick Hires New Business Development, Marketing Lead

June 4, 2026