



## Lori Bilewicz Joins Sokolove Law as Group Product Manager

### *Bilewicz to Oversee the Legal Advertising Firm's Growing Pharmacy and New Products Businesses*

**April 22, 2010, Wellesley, MA** – Sokolove Law LLC, the leader in the reinvention of how people obtain legal services, today announced Lori Bilewicz as new Group Product Manager to oversee the Pharmacy/New Products team. Bilewicz's new position as Group Product Manager is a critical component to the Sokolove Law business and its future growth.

“We're incredibly excited that Lori decided to join our talented team and look forward to the contributions she will make to the organization. With her nearly 20 years of marketing experience in both corporate marketing and agency management, we're positive she'll continue to build upon the efficiencies of the business and further strengthen the confidence our co-counsels have in our capabilities to build successful campaign programs,” explains Michael Skoler, Chief Executive Officer of Sokolove Law. “Our number one priority is to drive positive ROI for our co-counsels and Lori will help us to meet and exceed those goals.”

An alumni of Boston University and University of Massachusetts Boston, Bilewicz most recently served as a Director at Fidelity Investments, where she led the direct marketing strategy and execution for numerous retail efforts. Prior to that, she managed integrated marketing activities at Digitas Boston for clients including OnStar, GM, & Bayer Pharmaceuticals. Bilewicz began her career as a Marketing and Compliance Assistant at the Boston office of Clearinghouse Reporting Service.

**About Sokolove Law**

For nearly 30 years, Sokolove Law has reinvented how people obtain legal services. Our mission is to provide equal access to the civil justice system while ensuring superior quality legal representation. As a pioneer in legal advertising, Sokolove Law has grown to be the largest marketer of legal services in the country. Our proven business model matches particular client needs to the more than 400 law firms that we work with. The result is success for our clients and co-counsel. Sokolove Law operates as a limited liability company in all states except Virginia, California, Michigan, and Tennessee, where it operates as a limited liability partnership. Learn more about Sokolove Law at [www.sokolovelaw.com](http://www.sokolovelaw.com)

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