



Leah Yoneda

Managing Director of Marketing and Business Development

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[LinkedIn Profile](#)

Leah is a marketing executive with 20 years of experience. She joined the firm in 2014 and oversees all aspects of the firm's marketing and business development support functions. Since her tenure began, she has been integral to the development of a sophisticated brand and visual identity for the firm, creating Seiler's first formal content, events, and digital marketing strategies. She has also pioneered efforts in digital transformation and data management, implementing the firm's first CRM and marketing automation platforms, and has built a well-rounded, effective marketing team to support the firm's growth initiatives into the next decade.

In addition to providing individual business development support and coaching to leaders, Leah works closely with her internal colleagues in Human Resources and Learning and Development on internal leadership training programs to equip the firm's future leaders. She also regularly collaborates with other departments on targeted business development and marketing initiatives, advising on competitive intelligence, and partnering with leaders to launch new offerings and services.

Her areas of expertise include:

- Marketing and business development planning
- Brand strategy and curation, including employer branding
- BD coaching and individual support for executives and emerging leaders
- Thought leadership and content development
- Digital and traditional marketing channels, including social media for professional services, SEO, advertising, and events
- Public relations and media training
- Marketing technology and operations, including data strategy, CRM, and marketing automation
- Mentorship and career coaching for marketing professionals
- Internal communications and information management

Prior to joining Seiler, Leah worked with leading global, national, and regional investment and public accounting firms in Northern California. Leah has a personal passion for diversity, equity, inclusion, and belonging and is a member of several organizations that support the opportunities and rights of marginalized groups.

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Education and Certifications

- Master's degree in Theology, Fuller Theological Seminar
- Bachelor's degree in Classics, University of California, Santa Barbara
- Board Professional Expert Certification, Boardwise

Professional Affiliations

- Member, Ascend Leadership Foundation (an Asian-American business leadership organization)
- Content Committee Member, Association for Accounting Marketing
- Member, California Society of Certified Public Accountants
- Local Steering Committee Member, Legal Marketing Association, Bay Area Chapter
- Board Member, Housing Industry Foundation (housing security non-profit)
- Board Member, Oscar's Place (an animal rescue organization)
- Volunteer, Taproot Plus (a pro bono consulting and professional services platform)

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