



Leah Yoneda
Chief Marketing Officer

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[LinkedIn Profile](#)

Leah is a marketing executive with over 20 years of experience. She joined Seiler 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 comprehensive strategic plans for marketing, brand, content, events, and digital. She has also pioneered efforts in digital transformation and data management, implementing the firm's first CRM and marketing automation platforms among other projects. She also built a high-functioning marketing team from the ground up to support the firm's growth initiatives.

In addition to providing individual coaching and business development support to many firm 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:

- Industry specialization within the ultra-high-net-worth sector, closely held businesses, nonprofits, and real estate, among others
- Brand strategy and curation, including employer branding
- Business development coaching for emerging leaders
- Public speaking, moderating, and presenting
- Development of new business initiatives, executive communications, and profile-building
- Thought leadership strategy
- Original content ideation and development
- Digital and traditional marketing channels, including social media for professional services, SEO, print advertising, events, and public relations
- Delivering skills development courses and programs to emerging and established leaders in the areas of growth mindset, networking, proposal strategy, personal profile building, personal BD administration, and other topics
- Marketing technology and operations, including data strategy, CRM, and marketing automation
- Mentorship and career coaching for marketing professionals
- Internal communications, information management, and crisis communications

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Prior to joining Seiler, Leah worked with leading global, national, and regional investment and public accounting firms in Northern California. Leah is deeply committed to diversity, equity, inclusion, and belonging, as she is an active member of multiple organizations dedicated to advancing opportunities for marginalized communities.

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)
- Member, Association for Accounting Marketing
- Member, California Society of Certified Public Accountants
- Member, Legal Marketing Association

Community Involvement and Board Memberships

- Board Member, Housing Industry Foundation (housing security non-profit)
- Local Steering Committee Member, Legal Marketing Association, Bay Area Chapter
- Board Member, Oscar's Place (an animal rescue organization)

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