



Rebecca Wissler

Chief Marketing and Business Development Officer

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Rebecca Wissler is the Chief Marketing and Business Development Officer at Ice Miller, where she leads the firm's strategic marketing, business development, and client engagement initiatives. Rebecca has a track record in driving revenue growth, leading high-performing global teams, and developing strategies that enhance client value and elevate law firm brands.

Prior to joining Ice Miller, Rebecca held senior leadership roles at both AmLaw 100 and AmLaw 200 firms, directing business development efforts across litigation and life sciences practices. She has managed the implementation of firmwide client feedback programs and partnered with executive leadership to launch major initiatives, resulting in improved client retention and revenue increases.

Rebecca is also recognized for her work in change management and marketing communications, where she helped manage the restructuring of global marketing teams and set strategic objectives in order to capably compete in the legal marketplace. She has steered the implementation of various business processes to streamline expenses and efficiency globally, as well as directed branding and marketing strategies, including media relations, advertising, and digital marketing.

Education

- West Virginia University (B.S.)
 - Journalism
- West Virginia University (M.S.)
 - Integrated Marketing Communications

Professional Affiliations

- Co-chair, Business Development Pre-Conference, 2025; Co-Chair, Governance Committee, 2018, Legal Marketing Association, International
- Board Member, 2013–2014; Director of Programming, 2014; Treasurer, 2013, Legal Marketing Association Southeastern Chapter
- New Orleans City Group Chair, Legal Marketing Association, Jan 2011–Dec 2012
- Education Committee, Legal Marketing Association, International, 2012–2013

Community Involvement

- McLean Swim & Tennis Association, 2020–Present
- Delta Gamma Alumni Association, Region Chapter Board, 2011–2014