

September 2, 2025

Search Committee
UB Greensfelder LLP
10 S Broadway # 2000, St. Louis, MO 63102

Dear Search Committee Members,

I am excited to apply for the Chief Marketing Officer role at UB Greensfelder. Having guided marketing and communications strategy for multibillion-dollar organizations in complex, regulated industries, I bring the strategic leadership, client-focused mindset, and brand-building expertise necessary to elevate UB Greensfelder's presence in the legal marketplace.

Your recent merger establishing UB Greensfelder as a super-regional powerhouse resonates with my career history of leading marketing through acquisitions and rebranding. At Protective Life, I directed initiatives that unified multiple business lines, launched new products in regulated markets, and increased brand recall by 12% while achieving 200% growth in lead generation. These results reflect my ability to align marketing strategy with organizational growth, a skill set highly relevant to positioning UB Greensfelder in Chambers, Benchmark Litigation, and the broader marketplace.

Beyond strategy, I am passionate about client engagement and business development enablement. I have built cross-functional programs that supported complex distribution networks, driving measurable client retention and cross-sell success. Just as importantly, I have a track record of developing high-performing teams, with 80% of my direct reports earning multiple promotions—an outcome of my commitment to mentoring and empowering professionals.

UB Greensfelder's motto, "Our Business Begins With You®," aligns with my leadership approach. I view the CMO as a partner to attorneys and firm leaders, ensuring marketing strategies amplify legal expertise while fostering deeper client relationships. I am eager to bring this perspective to your leadership team to help shape the firm's next stage of growth.

I would welcome the opportunity to discuss how my experience and vision align with UB Greensfelder's ambitions. Thank you for your consideration.

Sincerely,

Travis Wools