

## PRESS RELEASE

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# Farrell Fritz Promotes Lee Peretz to Director of Marketing and Business Development

Farrell Fritz is pleased to announce the promotion of **Lee Peretz** to Director of Marketing and Business Development. In this role, Lee conceptualizes and implements market strategy across the firm, drives business and market development, directs branding and communications strategy, and manages the firm's marketing team. He works closely with the firm's partners to strategically position them in the marketplace, while helping the firm continue to build its brand and visibility.

Throughout his fifteen-year career in professional services, Lee has served on numerous boards and advisory boards. Currently, he is on the Long Island Advisory Board for Junior Achievement of New York. Lee was also President and executive board member of the Public Relations Professionals of Long Island and an executive board member for the Association for Accounting Marketing – New York Chapter.

Lee, a Plainview, NY, resident, previously held the position of Business Development Manager at Farrell Fritz and previously served as Marketing Director at Anchin, Block & Anchin in New York City. He graduated with a B.S. in business management & marketing from SUNY Albany.

## ABOUT FARRELL FRITZ

Farrell Fritz is a full service law firm of more than 90 attorneys that has earned a strong reputation in the New York business community. The firm handles legal matters in the areas of bankruptcy & restructuring; business divorce; commercial litigation; condemnation & eminent domain; construction; corporate & finance; distressed assets; eDiscovery; emerging companies & venture capital; environmental law; estate litigation; health law; labor & employment; land use, municipal & zoning; real estate; tax planning & controversy; tax certiorari and trusts & estates for corporations, not-for-profit organizations and individuals. For more information, please visit our [website](#), as well as our social media sites: [Facebook](#), [LinkedIn](#) and [Twitter](#).