



Alina Gorokhovskiy
Chief Executive Officer
SCG Legal

agorokhovskiy@scglegal.com

As Chief Executive Officer of a global law firm network--123 member firms across 63 countries--Alina is responsible for the strategy, oversight and management of the organization's tactical direction, business planning and day-to-day operations.

Alina has more than 25 years of diverse U.S. and international experience building and leading creative service-oriented operations, marketing and business development teams, developing and executing global strategic business plans, managing social media campaigns, and designing targeted and innovative brand campaigns and marketing programs. As one of the legal industry's first chief strategy officers, Alina is recognized as a tactical thought leader skilled in identifying opportunities for significant ROI through new products and services, focused client outreach campaigns, and strategies linked to metrics-driven branding, business development, social media, digital marketing, public relations, and community engagement efforts.

Working globally, she has managed large-scale projects and complex client engagements, and facilitated more than 250 corporate, nonprofit, and law firm strategy retreats, SCG member meetings, public policy conferences, and business development events in the United States, Azerbaijan, Belgium, Canada, Cyprus, Georgia, Germany, Greece, Kazakhstan, Portugal, Russia, Singapore, Spain, South Korea, Turkey, Ukraine, and the United Kingdom. Over the span of her career, Alina has worked closely with national and international public-sector leaders as well as civic- and business-focused associations, including the U.S. Conference of Mayors, National League of Cities, National Council of State Legislatures, National Governors Association, National Association of Attorneys General, Democratic Governors Association, Republican Governors Association, and U.S. Chamber of Commerce – as well as international business groups throughout Europe, the former Soviet Union, and Asia.

Alina is the former Chief Marketing Officer for Wiley Rein LLP, Chief Strategy Officer for McKenna Long & Aldridge (Dentons), and Business Development Director for Baker & McKenzie. In addition to working with global law firms, Alina founded RCT Partners, a consulting firm focused on working with public officials and nonprofit organizations to address their business planning and strategic communications challenges. She coordinated projects with municipal organizations – including the U.S. Conference of Mayors, CEOs for Cities, the National League of Cities, Harvard Kennedy School's Urban Policy Advisory Group, the National Conference of State Legislatures, and the National Governors Association – to accelerate the pace of innovation in government through better, faster, cheaper government functions, communications campaigns, and citizen engagement programs. RCT representative client engagements also included:

- International Finance Corporation (IFC), World Bank Financial Market Women Leaders: Designed and executed "Empowering Women" executive programs, which included group sessions and one-on-one counseling, to help foster best practices and expand the opportunities available to women who work at the IFC and World Bank.
- Washington DC Economic Partnership: Provided competitive intelligence report, as well as member-outreach and communications audit and plan; executed strategic Board session, which included DC's deputy mayor and top real estate developers. Developed three-year strategic plan for the organization, and assisted Board with its member outreach and strategic communications campaign.
- Worked with State of Colorado's Department of Human Services to improve the State's Child Welfare Data & Accountability program.

PROFESSIONAL & CIVIC AFFILIATIONS

- **Board Member of DC Advocates Council, Planned Parenthood of Metropolitan Washington, DC, Inc. (PPMW):** PPMW was founded on the visionary idea that access to sexual and reproductive health care could transform people's lives. For nearly 80 years, PPMW has provided high quality, supportive reproductive medical care for families in the DC metro area.
- **Board Member, National Capital Squash Association (NCS):** NCS was created for the purpose of promoting and encouraging participation in the game of squash in the Washington, DC area through the implementation of clinics, league play, tournaments and junior development programs. National Capital Squash is a District Association of US Squash, the national governing body and membership organization for the sport in the United States.
- **Contributor, Harvard University Urban Policy Advisory Group:** Groundbreaking forum hosted by Harvard Kennedy School in which 30 chiefs of staff to mayors of America's largest and most creative cities and urban counties convene twice a year to (primarily) answer critical questions related to leveraging technology, pragmatic policy issues, citizen engagement, and use of business intelligence tools.
- **Cofounded (with Governor Howard Dean and Mayor Stephen Goldsmith) the Council of Project Finance Advisors:** Council consisting of current and former governors and mayors, and private- and nonprofit-sector representatives, working together to create a center of excellence to promote public-private partnerships.
- **Cofounded (with four McKenna Long partners) Advising Women Executives:** Networking forum of 400+ women executives from top government contracting companies, nonprofit organizations, and government agencies.
- **Board Member, CEOs for Cities:** Civic innovation lab and network of urban leaders and change agents dedicated to building, advancing, and sustaining the next generation of great American cities. Member cities include Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Grand Rapids, Houston, Indianapolis, Louisville, Memphis, Miami, Oklahoma City, Philadelphia, Pittsburgh, San Francisco, and Tampa.