

Winstead Names New Chief Business Development Officer

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DALLAS, March 21, 2019, — Professional services development veteran Todd Arritola has joined Winstead PC as the firm's first chief business development officer. Arritola comes to the firm having served in marketing and business development leadership roles with some of the nation's largest accounting and consulting firms.

"The business of identification, pursuit and acquisition of new business is critical for any professional service-focused business to be successful," notes Arritola. "Guiding those efforts, in addition to focusing on client satisfaction and retention, will be my focus. I look forward to working with the attorneys and staff at Winstead."

Arritola's experience includes leadership positions responsible for planning and executing marketing, sales and business development initiatives for KPMG LLP and Deloitte & Touche LLP, Thomson Reuters and Ryan LLC.

"Todd brings a robust understanding of the emphasis on business development essential for sustained growth in a professional services environment," said Howard Mudrick, Executive Director at Winstead. "We are confident his experience will help Winstead continue its growth and expand our client base."

Arritola received his MBA in corporate finance from University of Dallas in 2006 and BS in business administration and marketing from University of Arizona in 1995. He resides in Garland, Texas with his wife and two children.

Winstead is a national business law firm with more than 325 attorneys. The firm provides a full range of business legal services to some of the most recognized and respected companies across the country and throughout the world.

Winstead has offices in Austin, Dallas, Fort Worth, Houston, San Antonio and The Woodlands, Texas and Charlotte, North Carolina.

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