

PITTSBURGH, PENNSYLVANIA

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Matthew T. Goffe

CHIEF MARKETING OFFICER

Matthew Goffe serves as the firmwide Chief Marketing Officer, overseeing client engagement, business development, communications, media relations, lateral partner integration, and strategic growth initiatives in close collaboration with firm leadership. With nearly 18 years of experience in legal marketing, Matthew has held senior roles at three AmLaw 50 firms, driving business development and marketing strategies across diverse practice areas and industry sectors.

In addition to his marketing leadership, Matthew directs the firmwide legal and professional administration recruiting program. He manages the development and execution of recruiting strategies, including resume screening and candidate selection, and plays a pivotal role in the interview and offer process as a liaison between candidates and firm leadership.

Matthew is the 2026 President of the Legal Marketing Association Northeast Region, leading an active membership of more than 1,000 marketing professionals. He has served in multiple strategic leadership roles within the Legal Marketing Association, including a three-year term as Chair of the Pittsburgh Chapter.

He holds dual B.A. degrees in History and Political Science from The Pennsylvania State University and an M.A. from Duquesne University.

EDUCATION:

M.A., Corporate Communications, Duquesne University, 2011

B.A., Political Science, The Pennsylvania State University, 2008

B.A., History, The Pennsylvania State University, 2008

PROFESSIONAL AFFILIATIONS

- President, Legal Marketing Association Northeast Region (2026)
- The Pennsylvania State University, College of The Liberal Arts, Alumni Mentor
- The Pennsylvania State University Alumni Association, Life Member
- Chair, Pittsburgh Chapter of the Legal Marketing Association (LMA)
- Northeast Regional Ex-Officio Board Member of the Legal Marketing Association (LMA)

COMMUNITY INVOLVEMENT

Matthew has actively volunteered with numerous organizations throughout his career, including Wreaths Across America, Greater Pittsburgh Community Food Bank, The Pennsylvania State University College of the Liberal Arts as an Alumni Mentor, Kraft Heinz to Fight Hunger Packathon, and the Empower Her event hosted by The Boys &

Girls Clubs of Western Pennsylvania.

AWARDS AND RECOGNITION

- Legal Marketing Association, Northeast Region, Member of the Year, Pittsburgh.

NEWS AND INSIGHTS

MEDIA COVERAGE

- "CMO Series EP75 – Matthew Goffe of Eckert Seamans on the opportunities for legal business development professionals," Passle Limited, January 2023.
- "Eckert Seamans Named 'Best of the Best' for LinkedIn Engagement by BTI Consulting Group," Eckert Seamans, September 2023.