

Events

Speaking Engagement

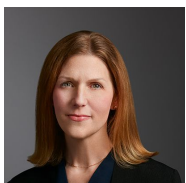
Passle CMO Series Live 2025

When: June 5, 2025

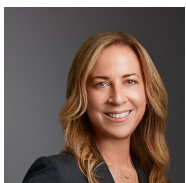
Location: New York

People: Ann C. Westover, Julie Chodos

Related People



Ann C. Westover



Julie Chodos

On June 5, Axinn Chief Operating Officer Ann Westover and Chief Marketing Officer Julie Chodos spoke on “A Brand Journey: Aligning What Matters to Your People and Your Clients” at Passle’s CMO Series Live in New York.

Ann and Julie discussed:

- Key steps in the rebranding process;
- Why rebranding is essential for your firm’s growth and image;
- Navigating decisions and overcoming challenges during a rebrand; and
- Securing partner buy-in and gaining internal support.

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