



BIANCA S. RECHSTEINER

DIRECTOR OF BUSINESS DEVELOPMENT

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Bianca Rechsteiner is the Director of Business Development at Shutts & Bowen LLP, where she leads the firm's business development strategy with a focus on strengthening client relationships and facilitating strategic growth. In this role, Bianca is responsible for overseeing all business development functions and partnering closely with firm leadership, practice group chairs, and attorneys to identify and pursue new opportunities.

Bianca works collaboratively across the firm to design and implement strategic business development plans aligned with key growth objectives. She identifies target markets, industry sectors, and cross-selling opportunities, while leading initiatives that enhance client engagement and competitive positioning. Her work includes managing the firm's business development efforts, supporting client growth opportunities, and fostering senior-level relationships. She oversees the preparation of proposals, presentations, and RFP responses, ensuring consistency, quality, and differentiation in all client-facing materials.

Bianca also supports thought leadership initiatives and tracks engagement across the firm's Florida offices to support its attorneys and clients.

Education

- University of Central Florida, M.B.A., 2015
- University of Florida, B.S., Public Relations and Political Science, 2010

Professional and Civic

- Member, Legal Marketing Association, 2013-present
 - Chair, Orlando Local Steering Committee, 2022
 - Secretary, Orlando Local Steering Committee, 2021