



Bentham IMF Targets U.S. Market With Hire of First Chief Marketing Officer

February 8, 2016

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On Monday, the Australian-based litigation funding company Bentham IMF announced the hire of its first chief marketing officer, Gretchen Koehler, who will be based in New York, where the company said that its investments are rapidly growing.

Bentham said in a press release related to the announcement that its American investments now represent one-third of its global claim value, and predicted American investments would represent 50 percent of its global claim value in the next several years.

It has invested in more than \$3 billion in global claims under management, according to its website.

Bentham has 10 offices in total: five in Australia, one in the U.K. and it opened a Toronto office earlier this year. In the U.S., it has offices in New York, San Francisco and Los Angeles.

Koehler joined the company from Kasowitz, Benson, Torres & Friedman where she was director of business development, and has a long history in Big Law, having previously worked as director of business development at Kenyon & Kenyon, as an intellectual property marketing manager at Dechert, and at several other firms. At Kasowitz, she developed and led growth plans and initiatives pertaining to business development, according to her resume.

She said her goal is to grow Bentham's brand awareness, particularly among law firms engaged in plaintiff's side complex commercial litigation, and also with mid-sized companies.

"My sense is that people have a general idea that the litigation finance market is out there," she said. "But they don't know exactly what we do."

According to its website, Bentham funds single party and multi-party commercial litigation, arbitration, insolvency, class actions, funding for lawyers and also says it is committing money to "public interest" cases. Each option works differently, but in broad terms, Bentham pays for all or some of the cost of litigation.

Koehler said the firm has two primary client bases. One is law firms, particularly firms bringing plaintiffs claims, but including AmLaw 200 firms and smaller solo firms, bringing complex commercial litigation. Its second group of primary clients is claimants, which either could be individuals or mid-sized companies.

She said the company plans to sponsor events, produce "thought leadership," and advertise in the mainstream press to target the business crowd as well as the legal press.