



# Monica Malcotti

## BUSINESS DEVELOPMENT DIRECTOR

### ABOUT

Monica Malcotti is the regional Director of Business Development at BLP, where she leads strategic growth initiatives designed to strengthen client relationships, support internal teams, and enhance the firm's market position across Central America.

She began her career in law, with experience in corporate, real estate, and intellectual property. This legal foundation—combined with her background in advertising—enables her to bring a strategic, integrated, and people-centered approach to business development and client strategy.

Since joining BLP in 2013 as a Corporate lawyer, Monica has developed and implemented programs focused on client development, strategic marketing, and innovation in the legal sector. Her work includes regional initiatives, direct support to practice groups, and efforts that drive measurable impact across the firm.

Monica works closely with international networks and industry associations, both generalist and specialized, to obtain deep market insight and anticipate trends that influence the region's legal and business environment. This access to real-time intelligence strengthens BLP's ability to navigate the evolving Central American market.

She is also committed to people-driven innovation, ensuring that new strategies, processes, and client-facing initiatives place human experience at the center of decision-making.

In addition, Monica is a co-founder of LMBD, a regional network dedicated to advancing legal business development and marketing professionals across Latin America.

### ASSOCIATIONS & AFFILIATIONS

- Costa Rica Bar Association
- Legal Marketing Association: International Member and Appointed member of the Industry Impact Committee
- International Bar Association: Member
- LMBD Latam: Co-Founder and Board Member

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#### PRACTICE AREAS

- Business Law

#### ACCREDITATIONS

##### Education

- Specialization in Notary Law, Universidad La Salle, Costa Rica, 2015
- Law degree, summa cum laude, Universidad Escuela Libre de Derecho, Costa Rica, 2012
- Advertising degree, summa cum laude, Universidad Latina, Costa Rica, 2007

#### LANGUAGES

- Spanish
- English
- Italian