

NEWS RELEASES

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Jamie Lawless to Deliver Keynote Address at the Legal Marketing Association's 2024 Annual Conference

CHIEF EXECUTIVE ELECT TO HIGHLIGHT UNCOMMON CAREER JOURNEY

Husch Blackwell's Chief Executive Elect Jamie Lawless will deliver the keynote address at the Legal Marketing Association's 2024 Annual Conference on April 4 in San Diego.

Lawless, who assumes the chief executive role on February 1, will share her unique perspective and strategic understanding of the legal industry, how to disrupt established patterns to provide cutting-edge approaches for clients, and how to reinforce the value of professional staff in a keynote address and fireside chat with Kevin Iredell, President of LMA and Chief Marketing Officer of Lowenstein Sandler. Lawless' work is informed by a dual focus: creating uncommon and exceptional client experiences and developing operational approaches that build and enhance cross-office, cross-disciplinary collaboration. In that work, and throughout her career, she has repeatedly demonstrated the ability to build professional brands grounded in consistently excellent client service—from office to office and practice to practice—on an international basis.

The Legal Marketing Association's annual conference brings together legal marketing and business development professionals at a wide range of experience levels, from chief marketing officers to entry-level specialists, at firms of all sizes to advance thought leadership in the legal industry and make valuable connections.