



## Katy Admirand

### SENIOR DIRECTOR OF MARKETING & COMMUNICATIONS

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#### OVERVIEW

As Senior Director of Marketing & Communications, Katy seeks to elevate the client experience through compelling messaging and actionable content.

Katy accepted her first marketing position in the legal industry as a college student working a temporary role over the summer, and she's never looked back. Immediately inspired by the opportunity to work with brilliant attorneys and colleagues, she went on to pursue a career in law firm marketing and now draws on more than 20 years of experience at Am Law 100 firms. Alongside more traditional marketing and communications work, Katy has also overseen marketing technology and operations, implementing CRM systems and leading full website redesigns.

In early 2024, Katy joined Husch Blackwell, where she guides the firm's brand, marketing, and content strategies and leads a high-performing team of communications professionals. With a lifelong love of storytelling, she is passionate about setting the stage for clients so that the firm's attorneys can quickly dive in to meet legal needs. Katy is focused on driving marketing and communications campaigns that promote our uncommon approach to client service and tell a unified story of one Husch Blackwell.

Equally enthusiastic about the operations end of marketing, Katy loves processes and finds great satisfaction in making disjointed parts fit together effortlessly. Her favorite part of her job is simply bringing her team together, helping them collaborate efficiently to meet firm and client needs.

## HUSCH BLACKWELL

Katy is thrilled to be at a firm that prioritizes business strategy, with an exceptional team of business professionals leading firm operations so that attorneys can focus on their legal practice. She believes that a strong brand supports firm strategies and sets the stage for an outstanding client experience at every touchpoint. Her aim is to provide clients with a strong sense of Husch Blackwell's character while helping attorneys deepen client relationships.

### Education

- B.F.A., Emerson College
  - *cum laude*