

FOR IMMEDIATE RELEASE:



330 N. Wabash Avenue, Suite 2000
Chicago, Illinois 60611
(312) 321-6898
www.legalmarketing.org

Contact: Lisa Kamen
lkamen@legalmarketing.org
(312)673-4815

Legal Marketing Association Names 2025 Annual Conference Advisory Committee

Chicago, June 5, 2024 — The Legal Marketing Association (LMA) is pleased to welcome 15 forward-thinking legal marketing and business development professionals that comprise the 2025 Annual Conference Advisory Committee (ACAC). Drawing on its extensive experience in legal marketing and business development, the committee will design an event that provides a diverse array of both essential and advanced educational sessions. Attendees can expect to explore innovative technologies, discover unique business solutions, and enjoy numerous networking opportunities with professionals from around the world, ensuring a comprehensive and enriching experience.

The 2025 Annual Conference Advisory Committee includes:

ACAC Leadership

- [John Byrne](#), Chief Marketing Officer, Gould & Ratner
(President-Elect, LMA International Board of Directors)
- [Tasneem K. Khokha](#), Managing Director, GrowthPlay
(ACAC Co-Chair, Pre-Conference Focus)
- [Katie Munroe](#), Chief Marketing Office, Zuckerman Spaeder LLP
(ACAC Co-Chair)
- [Nikki G. Sherrill](#), Chief Business Development Officer, Parker Hudson
(ACAC Co-Chair)

ACAC Members

- [Maziel Abrego](#), Director of Marketing and Practice Development, Vedder Price
- [Cheryl Bame](#), Principal, Bame Public Relations
- [Sadie Baron](#), Chief Marketing Officer, Reed Smith LLP
- [Michael Blachly](#), Chief Marketing Officer, Gray Reed
- [Ashley Black](#), Diversity & Inclusion Manager, Porter Hedges LLP
- [Liz Boehm](#), Director of Client & Business Development, Benesch
- [Jaclyn Braga](#), Director of Marketing & Business Development, Morse
- [Miki Hanlen](#), Sr. Director, Global Field Marketing, Intapp
- [Andrew Hutchinson](#), CEO, Databall
- [Linda Sanders](#), Director of Client Experience, Troutman Pepper
- [John Witts](#), Director of Marketing Technology, Faegre Drinker

"I'm excited to introduce our 2025 conference theme: **40WARD - Proud Legacy. Exciting Future**. We will be celebrating our 40th anniversary as an organization next year, and this inspiring phrase captures the essence of our longstanding, vital association, celebrates the hard work of our profession and guides our forward-thinking journey ahead," said Byrne. "This year's ACAC is a talented group of professionals from across the industry who all embody the **Proud Legacy. Exciting Future** mindset. I'm proud to be working with them and look forward to a very successful 2025 conference."

The LMA Annual Conference is the largest global event specifically for the legal marketing and business development community. The event will be held April 23-25, 2025, at the Washington Hilton, Washington, DC. **A Call for Content will be open from June 24 –July 22, 2024**, and registration will open in August. [Learn more](#) about the 2025 Annual Conference Advisory Committee.

ABOUT THE LEGAL MARKETING ASSOCIATION

Founded in 1985, the Legal Marketing Association (LMA) is the universal voice of the legal marketing and business development profession, a community that brings together all levels, from CMOs to entry-level specialists, from firms of all sizes, consultants and vendors, lawyers, marketers from other professions and marketing students to share their collective knowledge. LMA has eight regions and more than 40 local groups across the U.S., Canada and Europe, and its members hail from 48 U.S. states and more than 20 countries. More than 90 percent of the largest 200 U.S. law firms employ an LMA member. Members at every stage in their career development benefit from participating in LMA's array of programs and services. For more information, visit www.legalmarketing.org.