

# TRACIE TILLINGER

BUSINESS DEVELOPMENT MANAGER

Detroit

313 225 7051

[tillinger@butzel.com](mailto:tillinger@butzel.com)



Tracie Tillinger is Butzel's Business Development Manager. Ms. Tillinger serves as a strategic partner in the firm's business development initiatives by driving growth and visibility across key industries, including Automotive, Aerospace and Defense, Health Care, and Education.

Tracie leads cross-functional initiatives that align with the firm's broader business goals, engaging daily with each of the firm's industry teams to ensure all members, located throughout Butzel's offices in Michigan and Washington, DC, are equipped with the insights, tools, and strategies required to thrive in a competitive legal landscape.

In partnership with the firm's attorneys and industry partners, Tracie leads several significant signature programs. In the automotive realm, she is instrumental in the administration of the annual light and commercial vehicle conferences and related annual updates to the comparative analysis book, a summary of the general contract terms and conditions issued by automotive Original Equipment Manufacturers (OEMs) in North America for production parts purchased in North America. Both initiatives involve in depth collaboration with leaders at MEMA Original Equipment Suppliers. Tracie also oversees all aspects of the annual Education Industry Seminar presented by the firm's Education Industry Team, which includes a panel discussion and opportunities for networking. In collaboration with Butzel's Aerospace and Defense Practice, Tracie drives the firm's yearly participation in the Michigan Defense Industry, Arsenal of Innovation, Annual Reception. Butzel co-hosts the event in partnership with the Michigan Office of Defense and Aerospace Innovation and Macomb County.

A vital member of Butzel's Marketing Team, Tracie develops and executes comprehensive business development plans that support practice group leaders and attorneys in identifying new client opportunities, deepening existing relationships, and enhancing market presence. She brings a proactive, data-driven approach to market research and competitive analysis, empowering the firm's attorneys to anticipate client needs and to retain Butzel's position as a trusted go-to firm when complex, high-stakes matters arise.

Deeply involved in the full lifecycle of business development, Tracie collaborates to develop best approaches for responses to requests for proposals (RFPs), supports attorneys in client engagement strategies, and oversees tactical projects—along with driving a multitude of business development

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initiatives unique to the demands of the current business climate.

Besides collaborating closely with the firm's entire Marketing Team, she also works in tandem with firm leadership and key industry partners to elevate the Butzel brand and to maintain consistent, high-quality client experiences. Tracie's ability to synthesize market intelligence, foster cross-practice collaboration, and drive measurable outcomes makes her a key contributor to the firm's continued success.

Ms. Tillinger's business development savvy is built on decades of experience while collaborating with leaders in business, manufacturing, and economic development throughout Michigan. During her career, she has led teams across diverse sectors in the pursuit of strategic business opportunities, resulting in an impressive and measurable list of won business deals.

Tracie Tillinger is located in Butzel's Detroit office. She is a member of the firm's Macomb County Development Committee and Oakland County Development Committee. Tracie received her Bachelor of Arts from Eastern Michigan University.

### Credentials

#### EDUCATION

Eastern Michigan University, B.A.

Michigan Real Estate Salesperson License