



News

Oliver Thoenen Selected to the List of 2023 Unsung Legal Heroes by Minnesota Lawyer

July 28, 2023

The U.S. law firm Hinshaw & Culbertson LLP is proud to announce that [Oliver Thoenen](#), the firm's senior marketing communications manager, has been recognized by *Minnesota Lawyer* as a 2023 Unsung Legal Hero.

Each year, *Minnesota Lawyer* celebrates achievement across the legal community by shining a light on professionals who lead by example and serve as a model for others in the field.

In his tenure as Hinshaw's senior marketing communications manager, Thoenen has helped to significantly raise the firm's profile nationwide through a variety of initiatives. He has contributed a series of firsts for the firm, helping to secure Hinshaw's first *American Lawyer Magazine* Industry Award, followed by another ALM Industry Award for client collaboration three years later. He also successfully nominated the firm for its first Legal Marketing Association Your Honor Award and has worked with a series of Hinshaw attorneys nationwide on other successful awards submissions.

Thoenen is responsible for promoting the firm's brand with thought leadership opportunities in earned and owned media and assists with the execution of the firm's social media strategy. He has helped grow the firm's social media followers and engagement by 300 percent in recent years. Earlier this year, he worked with the firm's leadership and marketing team to coordinate the external communications for two significant lateral groups in Chicago and Dallas. In that effort, he secured coverage involving more than a dozen earned media articles and also helped steer a combined paid and organic social media campaign that resulted in tens of thousands of impressions.

[View the full list of honorees.](#)

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