



## JOANNE OWENS

DIRECTOR OF MARKETING

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### BIOGRAPHY

Joanne Owens has over 25 years in the legal industry with more than 15 years in an advisory role. She is a seasoned marketing professional with a proven track record of driving success in the highly competitive legal industry. With a keen understanding of the unique challenges and opportunities within the legal services sector, Joanne has successfully developed and executed innovative marketing strategies to enhance brand visibility, attract clients, and increase market share.

She directs marketing and public relations efforts, working closely with the senior management teams and other firm leaders to establish strategies to grow client relationships and revenues across the firm's key practice areas and industries. She has a comprehensive background in leveraging digital marketing channels, traditional advertising, and client relationship management to achieve tangible results.

Joanne's experience extends beyond traditional marketing, encompassing the utilization of data-driven insights to optimize campaigns and demonstrate a measurable return on investment. She has a proven ability to collaborate with legal professionals, understanding their unique needs and tailoring marketing initiatives to align with the firm's goals.

### PROFESSIONAL ACTIVITIES

Legal Marketing Association, 1997-present  
Ackert Advisory, Business Development Certification, 2022  
Schmidt Marketing Network, 2012-2018  
Association of Legal Administrators, 2013-2020

### EDUCATION

B.A., Radford University  
Delaware College of Art and Design,  
Graphic Design