

2019 Presidents' Gift

Nomination form for Lauren McNee

Nominator:

Nominator Name: Patrick Lilja

Nominator Company: Pritzker Hageman, P.A.

Nominator Title: Director of Media and Marketing

Nominee:

Nominee Name: Lauren McNee

Nominee Title: Digital Marketing and Social Media Associate

Nominee Extra-Curricular Activities: I currently serve as the President of a non-profit arts organization called the Upper Midwest Flute Association and wrapped up a two-year term as President of the Northwestern University Alumni Club of the Twin Cities this past fall. Additionally, I ran the 2016 Chicago Marathon as part of the fundraising team for Lurie Children's Hospital of Chicago. I also visit the Courage Kenny Rehabilitation Institute with my dog on a weekly basis to provide emotional support to patients, inspired by my dad's recovery from a debilitating stroke.

Extra-Curricular Activities within LMA: I was recently elected as the 2019 Membership Director of the LSC for LMA-MN. Previously, I served as a volunteer for the membership committee by working with the 2018 Membership Director to assist with the coordination of membership social events.

Essay:

- What influenced you to join the legal marketing and business development community?

My path to legal marketing has not been straight and narrow. I began my career as a professionally trained musician and hold three degrees in flute performance. After making the decision to take a new direction with my career and spending three years working in product marketing, I found my way to the legal marketing community and started my current position at Pritzker Hageman, P.A. My intellectual curiosity, creativity, vast experience with content creation and drive for complex and challenging work led me to look for a marketing position in a law firm. Working for a PI firm that takes on high-profile and complex cases, like Pritzker Hageman, was very appealing to me. Coming from a background of B2C marketing, I jumped at the opportunity to market the legal services of a firm that truly makes a difference in the lives of others by making and maintaining meaningful relationships, helping clients get the compensation they deserve and providing clients with the resources they need to move forward with their lives.

- What is your proudest accomplishment to this day?

My proudest personal accomplishment is training for and running the Chicago Marathon. The discipline, mental focus and strength needed in order to run 26.2 miles can be applied to all areas of

life. In fact, the process of developing and completing a training plan is similar to the process of developing a marketing strategy by defining KPI's, analyzing past performance and using data to inform future decisions.

My proudest professional accomplishment is acquiring over 200 clients in the first six months of my position by implementing and executing digital marketing strategies, including pioneering the firm's entry into the social space.

- What do you hope to take away from 2018 LMA Annual Conference?

As someone who is relatively new to legal marketing and to LMA (I began my position with Pritzker Hageman in February of 2018), I am looking forward to immersing myself in the legal marketing community and expanding my knowledge base by attending sessions led by industry leaders. As a new legal marketer, I also plan to take advantage of the LMA QuickStart program in order to learn from experienced thought leaders and inspire fresh ideas to bring back to my workplace.

In addition to attending the sessions, something that I am most looking forward to is networking with my colleagues and peers. As the 2019 Membership Director of LMA-MN, I am excited to share resources and insight with fellow members across the country and brainstorm new ways to add value to LMA membership for the MN local group.

- As a future legal marketing leader, what area(s) do you deem necessary for future success in this competitive marketplace?

As I forge my path in the legal marketing community, one of my priorities is to stay on top of industry-wide marketing trends in addition to ABA ethics opinions. As the legal industry is often slow to adopt current trends, there is a competitive advantage in experimenting with innovative solutions. It is also incredibly important to know the ABA Rules of Professional Conduct to ensure that marketing content complies with attorney advertising rules.

An additional area of focus for future success is branding. In the practice area of personal injury law, where "personal injury lawyer" is one of the top five most expensive keywords in Google Ads, it is important to differentiate your law firm by publishing client-facing content and focusing on meeting the needs of the clients you serve.