

Marketing and KM – Bridging the Gap

Thursday, 3:30 – 4:30

#ILTAG150





LAURA GALEANO

Chief Marketing Officer
Bilzin Sumberg

Laura Galeano, Esq.* oversees Bilzin Sumberg's business development and marketing functions, including client services, business development, marketing, public relations and communication.

In 2013, together with Bilzin Sumberg's Chief Knowledge Officer, Laura co-managed the development of the firm's website that resulted in Bilzin Sumberg's receipt of a first place 2012 Legal Marketing Association's Southeastern Chapter (LMASE) "Your Honor Award," and a second place Legal Marketing Association (LMA) "Your Honor Award". The Your Honor Awards are the only specialized awards program in the legal marketing industry, and recognize creativity, execution, achievement and overall excellence in legal marketing.

Laura graduated with a bachelor's degree in Communication Studies, with an emphasis in Legal Communication, from Florida State University. She received her J.D. from Florida International University, College of Law. Laura served on the LMASE Board of Directors from 2015-2016.

*Inactive member of The Florida Bar and the Illinois State Bar.

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ADAM SEVERSON

Chief Marketing and Business Development Officer
Baker Donelson

Mr. Severson is responsible for the strategic direction and execution of the Firm's business development and marketing initiatives, and collaborates with the Firm's lawyers and professional staff to maintain a client focus, increase marketplace awareness and facilitate cross-office and cross-practice collaboration. He sets direction for practice group- and industry-driven strategies, public relations, client interviews, brand management, advertising, competitive intelligence and market research. He is a nationally-recognized presenter and leader in the legal marketing and business development community.





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PAUL VANDERMEER

Chief Knowledge Officer
Bilzin Sumberg

Paul VanderMeer is the Chief Knowledge Officer for Bilzin Sumberg. Paul is responsible for strategic direction and integration of knowledge resources including knowledge management, competitive intelligence, CRM systems, content selection, content delivery platforms, resource usage monitoring, contract negotiations, and software training on legal resources.

Additionally, Paul leads the library team in support of the firm's knowledge management and business development initiatives with specialized software that leverages and repurposes the firm's existing internal knowledge. In 2012 Paul co-managed the development of the new website that resulted in Bilzin Sumberg's receipt of a first place LMASE Your Honor award for the new website from the Legal Marketing Association's Southeastern Chapter (LMASE), and a second place Your Honor Award at the 2013 National LMA Annual Conference in Las Vegas, NV. The Your Honor Awards are the only specialized awards program in the legal marketing industry and recognize creativity, execution, achievement and overall excellence in legal marketing.

