

PRESS RELEASE

Adam C. Severson Named President-Elect of Legal Marketing Association

February 11, 2014

(Nashville, Tennessee / February 11, 2014) Adam C. Severson of Baker Donelson has been named President-Elect of the Legal Marketing Association (LMA). Mr. Severson will serve a one-year term as President-Elect before assuming the role of President in January 2015.

A not-for-profit professional organization founded in 1985, LMA serves the needs and maintains the professional standards of the men and women involved in marketing, business development, client service and communications within the legal profession. LMA also is a resource for practicing attorneys and law firm leaders who want to develop their practices and gain competitive advantage. The LMA has more than 3,500 members in the U.S., Canada and 15 other countries around the world.

Mr. Severson is the Chief Marketing and Business Development Officer at Baker Donelson. He 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.

A nationally recognized presenter and leader in the legal marketing and business development community, Mr. Severson was named a "CMO of the Year" in 2013 by the *Nashville Business Journal*. He leads a team at Baker Donelson that was recognized as the #1 Business Development & Marketing team by *Marketing the Law Firm*, an American Lawyer Media publication, in their 8th Annual "MLF 50" report (2012). His previous leadership roles within the LMA have included Orlando Annual Conference Committee co-chair (2011), International Board of Directors member at large (2008 – 2009) and secretary (2007), and Minnesota Chapter president (2006).