

FOR IMMEDIATE RELEASE:

LEGALMARKETINGASSOCIATION



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Amy Verhulst Is Appointed as Chair and Board Liaison to LMA's Regional Leaders' Committee



CHICAGO, January 4, 2022 — The Legal Marketing Association (LMA), which represents thousands of legal marketing and business development professionals around the globe, is pleased to announce that Amy Verhulst has been appointed as chair and Board liaison to LMA's Regional Leaders' Committee, a sitting position on the 2022 LMA Board of Directors. Her appointment became effective on January 1, 2022.

Verhulst is a business development and marketing professional with over 20 years of experience in the legal and professional services industries. She founded and leads the marketing and business development department at Coats Rose, P.C., a 70-attorney law firm across six offices based in Houston, Texas. Verhulst has a passion for professional, peer-to-peer organizations. In 2021, she served as Immediate Past President of the Legal Marketing Association Southwest Region and was awarded the Southwest Region President's Award for her above and beyond service in leadership to the organization. Additionally, she has served in leadership roles with the Entrepreneurs' Organization (Austin Chapter), the Livestrong Foundation, and Leadership Austin. Verhulst earned her B.A. in Mass Communications – Advertising from Texas State University, and she resides in Katy, Texas with her husband and two children.

"I am honored to serve on the 2022 LMA Board of Directors and I look forward to the opportunity to help guide the association's important work," said Verhulst. "LMA will continue to provide outstanding programming and opportunities for professional development and networking to our members and advocate for our profession, locally, regionally and internationally."

Verhulst will be working closely with the Regional Leaders' Committee as the chair and Board liaison. In this role, she will directly support LMA's strategic goals and work with the committee to foster community, collaboration and inclusivity among those driving change industrywide. She will also work to promote operational stability and growth to provide the legal marketing community with thought leadership, professional advocacy and personal enrichment.

"Being on the LMA Board of Directors is the apex of one's volunteer leadership within the Legal Marketing Association and is significant in advancing the legal marketing profession as a whole," said LMA Chief Executive Officer Danielle Holland. "LMA would not be the strong organization it is today without the stewardship and dedication of its volunteer leaders. It is my honor to be able to work alongside the 2022 LMA Board of Directors in shaping the future of LMA."

ABOUT THE LEGAL MARKETING ASSOCIATION

Founded in 1985, the Legal Marketing Association (LMA) is the universal voice of the legal marketing and business development profession, a community that brings together CMOs to entry-level specialists from firms of all sizes, consultants and vendors, lawyers, marketers from other professions and marketing students to share their collective knowledge. LMA has eight regions and more than 40 local groups across the U.S., Canada and Europe, and its members hail from 48 U.S. states and 24 countries. More than 90 percent of the largest 200 U.S. law firms employ an LMA member. Members at every stage in their career development benefit from participating in LMA's array of programs and services. For more information, visit www.legalmarketing.org.

Contact Information

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