

## **BLB&G Chief Marketing Officer Lisa Olney profiled in *Bloomberg Law* article, "INSIGHT: New Law Firm CMOs Cite Hiring, Client Input"**

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In an article published by *Bloomberg Law*, Eva Wisnik, president and founder of Wisnik Career Enterprises, profiled three law firm CMOs who recently started new roles and discussed trends such as staffing increases, the increased role of technology, and harnessing customer and client input to shape marketing plans and inform attorneys.

BLB&G Chief Marketing Officer Lisa Olney was one of the three CMOs interviewed, along with Fox Rothschild's Holly Lentz Kleeman and Selendy & Gay's Josette Winograd.