

Lisa Olney



Chief Marketing Officer
New York
Tel: +1 (212) 554-1470
Fax: +1 (212) 554-1444
lisa.olney@blbglaw.com

Lisa leads the Marketing & Business Development team for BLB&G, with responsibility for driving and supporting all of the firm's branding, client satisfaction and development, and communications initiatives. She also works with firm leadership on a variety of strategic initiatives to further enhance the firm's leading brand and market position. Lisa has over 20 years of marketing experience.

Prior to joining BLB&G in 2019, Lisa led the Marketing & Business Development function for Littler, the world's largest management-side labor and employment law firm, and previously held key roles at Seyfarth Shaw and Epstein Becker & Green.

Lisa received her bachelor's degree in American Studies from Trinity College, and a master's degree in history from Brown University.

News

- March 8, 2021 - BLB&G CMO Lisa Olney Quoted in "Leading During Times of Change" on The Legal Marketing Association's *Strategies* Blog
- December 30, 2019 - BLB&G Chief Marketing Officer Lisa Olney profiled in *Bloomberg Law* article, "INSIGHT: New Law Firm CMOs Cite Hiring, Client Input"
- August 21, 2019 - *The American Lawyer* Highlights the Hiring of BLB&G Chief Marketing Officer Lisa Olney

Publications

- June 24, 2020 - "How Are Law Firms Shifting Business Development Goals and Tactics?" by Lisa Olney published by *Attorney At Work*
- May 31, 2019 - "Rethink Law Firm Sales by Shifting Your Perspective" by Lisa Olney published by *The American Lawyer*