

Lisa Olney

Chief Marketing Officer, New York
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Lisa Olney 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.

Education

- Brown University, M.A., History
- Trinity College, B.A., American Studies

News

- March 3, 2022 - BLB&G CMO Lisa Olney Quoted in "Our Biggest Challenges for Legal Marketing in 2022" Article for Legal Marketing Association's Midwest Region
- 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*

Events

- December 6, 2021 - BLB&G CMO Lisa Olney to Co-Chair CMO Summit at Legal Marketing Association's National Conference, "Translating Client Value Strategies into Action"
- November 8, 2021 - BLB&G CMO Lisa Olney Serves as Panelist for Legal Marketing Association Event
- October 14, 2021 - BLB&G CMO Lisa Olney Serves as Panelist for Legal Marketing Association CMO Group Event, "Rising Client Expectations in an Evolving Legal Market: Critical Trends in Pricing, Value & Innovation"