

## **Adam C. Severson**

Chief Marketing and Business Development Officer  
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Adam 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. Mr. Severson sets direction for practice group- and industry-driven strategies, public relations, client interviews, brand management, advertising, competitive intelligence and market research. He is a nationally-recognized presenter and leader in the legal marketing and business development community.

Prior to joining Baker Donelson, he held similar roles as Director of Business Development and Marketing at Faegre & Benson LLP and Director of Business Development at Dorsey & Whitney. Mr. Severson also spent more than six years with the Thomson Corporation (now Thomson Reuters) serving in various sales capacities, focusing on ensuring that firms' business development and marketing efforts were aligned with their clients' interests.

In addition to his professional responsibilities, Mr. Severson is involved in numerous community activities and volunteers with Habitat for Humanity and Goodwill Easter Seals. Prior to moving to Nashville, he dedicated time to Minnesota's Twin Cities RISE! and Twin Cities Diversity in Practice.

### **Professional Honors & Activities**

- Legal Marketing Association (LMA) – Orlando Annual Conference Committee co-chair (2011); International Board of Directors member at large (2008 – 2009) and secretary (2007); Minnesota Chapter president (2006)
- Recognized as the #1 Business Development & Marketing team (shared designation) by *Marketing the Law Firm*, an American Lawyer Media publication in their 6th Annual "MLF 50" report
- Recognized as "Best of Industry" for Outstanding Achievement in Web Development by the Web Marketing Association
- First Place recognition by LMA Minnesota Chapter "Your Honor Awards," Event category, for 2010 Food, Agriculture & Biofuels National Conference
- Third Place recognition by LMA National Chapter "Your Honor Awards," Event category, for 2010 Food, Agriculture & Biofuels National Conference

### **Publications & Speaking Engagements**

- "The Evolution of the Marketing Budget: From Expense to Strategic Investments," *PM* magazine (Spring 2012)

- "The Voice of the Client: Incorporating Your Client Into Your Business Development Initiatives," American Lawyer Media Law Firm Marketing & Business Development Leadership Forum, New York (May 2011)
- "Use of Social Media for International Business," Finnish American Chamber of Commerce, Minneapolis (February 2011)
- "Social Media's Impact on IT & Marketing," Twin Cities Business Journal Event, Minneapolis (November 2010)
- Interactive Marketing, Guest Lecturer, University of St. Thomas, MBA Program (November 2010)
- "Translating Competitive Intelligence into Revenue," Ark Group Competitive Intelligence in the Modern Law Firm, New York (June 2010)
- "Creating and Implementing a Sales and Business Development Culture in Your Firm," West LegalEdCenter, Hildebrandt webinar (March 2010)
- QuickStart Presenter, Legal Marketing Association Annual Conference, Denver (March 2010)
- "Business Development: Shifting the Organizational Model for Results," V-Panel (December 2009)
- "Business Development Panel: In-House Marketers Share How They Do It," LMA Webinar (July 2009)
- LMA Annual Conference M.O.R.E. Session Facilitator, Los Angeles (March 2008) and Washington, D.C. (April 2009)
- Minnesota LMA Chapter Program, Minneapolis (November and April, 2007)
- Minnesota State Bar Convention, Brainerd (June 2006)
- Hildebrandt International: Practice Group Management Conference, New York (May 2006)
- Best Practices for Law Firm Management: ARK Conference, Miami (January 2006)
- "Law Firm Sales: Tactics and Best Practices," IOMA Audio Conference (September 2005)
- Bay Area LMA Chapter Presentation, San Francisco (February 2005)
- National LMA Conference, Phoenix (April 2005)
- Law Firm Chief Marketing Officer's Forum, Washington, D.C. (December 2004)
- Southeast LMA Annual Conference, Nashville (September 2004)

## **Education**

- University of Minnesota-Duluth, B.A.