



EDUCATION

University of Denver, B.A.,
Communications

Lisa Simon

Chief Marketing and Business Development Officer

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Lisa oversees marketing and business development initiatives to support the firm's goals of driving revenue and profitability, market growth, and brand excellence.

As head of the Marketing and Client Development department, Lisa manages a dynamic team of business development, marketing, communications, and creative professionals. Together, they develop and implement forward-thinking marketing and client growth strategies that deliver measurable results and distinguish the firm in a competitive, evolving legal marketplace.

Recognized for creating innovative client feedback and experience programs, Lisa has consistently helped firms strengthen client relationships and facilitate growth through data-driven insights. Her expertise in client experience, data analytics, brand development, and team management makes her a sought-after speaker at industry events.

A prominent figure in legal marketing, Lisa was inducted into the Legal Marketing Association (LMA) Hall of Fame in 2017 and served as the organization's president. She was selected as a Fellow of the College of Law Practice Management in 2025.

Before joining Holland & Hart, Lisa led marketing and business development at several Am Law 200 firms, including Lewis Roca (now Womble Bond Dickinson), Lathrop GPM, and Brownstein Hyatt Farber Schreck.

SPEAKING ENGAGEMENTS

"Driving Change at Your Law Firm," *Legal Marketing Association*, October 2021

"Pattern Recognition 2.0: Predicting Client Profitability through Data Analysis," *Marketing Partner Forum*, August 2021

"Leading Through a Recession: How CMOs Can Prepare and Safeguard in Tough Times," *ALM Legal Week*, February 2020

"Addressing Client Attrition through Data Analytics," *Marketing Partner Forum*, January 2020

"Designing for the Customer Experience," *ILTACON*, August 2018

"Mastering Partner Succession: Planning and Practice Group Transitions,"

Marketing Partner Forum, January 2018

RECOGNITION

- College of Law Practice Management, Fellow, 2025
- Legal Marketing Association, Hall of Fame Inductee, 2017

PROFESSIONAL AND CIVIC AFFILIATIONS

- Legal Marketing Association (LMA)
 - Hall of Fame Co-Chair, 2024
 - Annual Conference, Conference Committee, 2018-2019
 - Leadership Development Program, Facilitator, November 2016
 - QuickStart, Facilitator and Trainer, 2014
 - President, 2008
 - Board of Directors, 2005-2009
 - Education Committee, Chair, 2002-2004