



Ali Ferro*

Director of Client Experience and Value

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Ali Ferro serves as Baker Donelson's Director of Client Experience and Value, where she leads strategic initiatives that strengthen and enhance the Firm's client relationships and value proposition.

Ali collaborates with attorneys, senior leadership, business professionals, and clients to develop and execute comprehensive client experience strategies that align with clients' evolving needs and Baker Donelson's long-term vision and ensure we deliver real value to clients.

She leads the Firm's Client Experience and Value Team, a dedicated team within Marketing & Business Development responsible for executing the Firm's client feedback and key client programs, launching Firm-wide client experience and service standards and training programs for attorneys and staff, and driving continuous client service and experience improvement through data-driven insights. She also partners with the Firm's Client Solutions Group, an in-house team of technology and operations professionals, to identify tailored and innovative solutions to clients' problems.

Ali and the Client Experience and Value Team work to foster a culture of collaboration, innovation, and client-centricity at Baker Donelson, and are dedicated to helping clients achieve their legal and business goals while advancing the Firm's reputation as a leader in client experience and value.

Professional Honors & Activities

- Member – Legal Marketing Association (LMA) (2013 – present)
 - LMA Southeast Chapter, Board Nomination Committee (2025)
 - National Rising Star Award Recipient (2018)
 - LMA Southeast Chapter, Conference Co-Chair (2016 – 2018)
 - LMA National "Your Honor Awards," First Place in Coaching/Training/Planning Category for BizDev App (2018)
 - LMA Southeast Chapter "Your Honor Awards," First Place in Business Development Category for BizDev App (2017)
 - LMA Southeast Chapter, Member of the Year (2016)
 - LMA Southeast Chapter, Nashville Market President (2015)

Publications

- "Adding Value with a Client Visit Initiative," *Law Journal Newsletter* (March 2018)

Speaking Engagements

- "Client Feedback: The Best Instrument for Strategic Decisions," Legal Marketing Association Southeastern Regional Conference (November 2023)
- "Law Firm Economics 101," Legal Marketing Association, Nashville Steering Committee (September 2022)
- "Working Smarter, Not Harder: Productivity in a Virtual World," Legal Marketing Association, Minneapolis Chapter (February 2020)
- "Turning Data into Deeper Client Relationships," Legal Marketing Association Southeastern Regional Conference (September 2019)

- "Lessons Learned from a Former LMA President and an LMA Rising Star," Legal Marketing Association Webinar (May 2018)

** Baker Donelson professional not admitted to the practice of law.*