

PRESS RELEASE

Adam C. Severson Inducted Into Legal Marketing Association Hall of Fame

October 26, 2020

Adam C. Severson, chief marketing and business development officer at Baker Donelson, has been inducted into the Hall of Fame of the International Legal Marketing Association (LMA), the largest professional organization in the world dedicated to the advancement of the legal marketing and business development profession.

The LMA Hall of Fame recognizes lifetime achievement of individuals in the legal marketing industry and their outstanding contributions to the association. Members of the Hall of Fame have a demonstrated history of career achievement, sustained commitment to the advancement of the profession, and significant contributions to LMA, as well as conduct themselves with professionalism among their peers. Mr. Severson was inducted into the Hall of Fame during the LMA's Virtual Annual Conference on October 20.

A member of the Firm's Nashville office, [Mr. Severson](#) served as president of the LMA in 2015. His previous leadership roles within the LMA have included president-elect of the LMA (2014), Orlando Annual Conference Committee co-chair (2011), International Board of Directors member at large (2008 – 2009) and secretary (2007), and Minnesota Chapter president (2006).

At Baker Donelson, Mr. Severson 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. He sets direction for practice group- and industry-driven strategies, public relations, client interviews, brand management, advertising, competitive intelligence and market research. He leads a department that was recognized as the #1 Business Development & Marketing team by *Marketing the Law Firm*, an American Lawyer Media publication, in their eighth Annual "MLF 50" report (2012).

Baker Donelson President and COO [Jennifer P. Keller](#) said, "Adam's more than two decades of industry experience along with his genuine passion for legal marketing and business development are evident in everything he does. His knowledge, energy and guidance have been a tremendous asset to our attorneys, the Firm's leadership, and his team. We're extraordinarily proud to congratulate Adam on this well-deserved recognition."

A nationally recognized presenter and leader in the legal marketing and business development community, Mr. Severson is a fellow of the College of Law Practice Management. He was named "CMO of the Year" by the *Nashville Business Journal* in 2013 and was named a "Top 200 Private Company Marketing Executive" by ExecRank in 2012.