



# Jeff Dennis

## Director of Strategic Initiatives

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Jeff plays an integral role in the firm's client service and business development initiatives. He is responsible for the supervision of all marketing functions, including pricing, process improvement, project management, planning, strategy, special projects, event management, CRM, interactive, budgeting and fiscal monitoring, earned media, internal communications and more. Prior to joining the firm, Jeff worked with both the Ohio governor and lieutenant governor as part of the Ohio Development Services Agency and with Liggett-Stashower, a leading national ad agency based in Cleveland.

Jeff's board experience spans several professional industry associations, most recently serving as president of both the Columbus chapter of the American Marketing Association and of the award-winning Ohio chapter of the Legal Marketing Association; he has also served as a member of the board of directors for LMA International. He has also contributed time in the community as an active board and committee member of the Central Ohio Diabetes Association, Hands On Central Ohio, Friends of St. Jude- Columbus, and South Side Learning and Development Center.

In 2012, Jeff was selected by *Columbus Business First* as the youngest honoree inducted into its Central Ohio class of "Forty Under 40."

### Education

- + Cornell University (Executive Certificate in Financial Management, 2018)
- + Cornell University (Executive Certificate in Business Analytics + Improvement, 2018)
- + Ohio University (M.B.A., 2013)
- + Ohio University (B.S., 2005)

### Professional Affiliations

- + Legal Marketing Association - International, Board of Directors, past member; Chapter Presidents Council, past chair
- + Legal Marketing Association - Ohio Chapter, Board of Directors, past president + finance chair
- + American Marketing Association - Columbus Chapter, past president

### Special Honors

- + *Columbus Business First*, Forty Under 40 Award, 2012

### Charitable + Civic Involvement

- + Hands On Central Ohio
- + Central Ohio Diabetes Association
- + Friends of St. Jude - Columbus
- + Big Brothers Big Sisters of Central Ohio
- + Columbus Homeless Families Foundation

### Thought Leadership + Presentations

- + "A Seat at the Table for Effective Strategic Planning," Panel Leader, 2018 Legal Marketing Association Midwest Practice Development Institute, 2018
- + "Big Ideas for Small Firm Marketers," co-presenter, 2018 Legal Marketing Association Annual Conference, 2018
- + "Successful Relationship Building + the New Client Paradigm," Panel Leader, Presented to University of Akron Law School, 2012
- + "Business Nuts + Bolts: Law Firm Marketing and Firm Administration," Panel Leader, Presented to University of Akron Law School, 2012
- + "Brand Yourself: Preparing for a Life Without Naps," Guest Speaker, presented to University of Cincinnati students, 2009-2012; Keynote Speaker, presented to Ohio State University AMA Chapter Annual Banquet, 2010
- + "Becoming a Trusted Advisor for Your Clients," Guest Speaker, presented to corporate partners at "Big 4" accounting firm, 2010
- + "Networking Wisdom from the Business Community," Event Speaker, presented to JFS Columbus, 2010

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