



Melanie S. Green

DIRECTOR OF BUSINESS DEVELOPMENT AND MARKETING

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CONTACT

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PROFESSIONAL EXPERIENCE

As Director of Business Development and Marketing, Melanie Green is responsible for developing, overseeing and managing Baker & Daniels' strategic marketing campaigns and business development efforts. She works closely with firm management on identifying and implementing strategic initiatives and goals. Melanie also supervises the firm's media relations campaign, corporate identity and advertising programs, business development training, Web site and external communications, client entertainment and appreciation efforts, contributions and sponsorships, alumni program and market research.

Prior to joining Baker & Daniels, Melanie was Director of Marketing for Lewis and Roca LLP, a leading business law firm in the Southwest based out of Phoenix, Arizona. Her legal experience also includes serving as the Membership Services Coordinator for the Maricopa County Bar Association in Phoenix.

HONORS

- Legal Marketing Association, Chicago Chapter — Judges' Innovation Award to firm's marketing team in "Baker & Daniels Takes Flight into Identity Launch," 2009

PROFESSIONAL ASSOCIATIONS

- Legal Marketing Association, 2001-present
- Lex Mundi — Marketing Committee, North America Regional Vice-Chair, 2009-present
- Legal PR Chicago — Board, 2009-present

CIVIC ACTIVITIES

- Indiana Sports Corporation — President's Council, 2008-present; External Affairs Committee, 2009-present
- Indianapolis Local Organizing Committee — 2010/2011 NCAA Basketball Final Fours, 2009-present
- Indianapolis Chamber Business at the Brickyard Golf Committee — Co-Chair, 2008-present
- Safeway International LPGA Tournament Committee, Banner Health Golf Council — Pro-Am Committee, Co-Chair, 2004-06
- Fiesta Bowl — Media Operations Committee, Statistics Subcommittee Chair, and Hole-In-One Tournament Committee, 2001-05

- Maricopa County Sports Commission — Champion's Circle, Vice Chair, 2001-05

PUBLICATIONS

- "Baker & Daniels' Identity Launch Takes Off with Flight 317," Law Marketing Newsletter, March 24, 2009

PRESENTATIONS

- "Establishing Client Feedback Programs That Deliver Real Results," co-presenter, Counselors Academy Conference, Public Relations Society of America, Asheville, N.C., May 21, 2010
- "Social Networking 101: Tweeting for Justice," co-presenter, Equal Justice Conference, American Bar Association and National Legal Aid & Defender Association, Phoenix, Ariz., May 14, 2010
- "Business Development Thought Leadership & Best Practices," Panelist, Legal Marketing Association Midwest Luncheon, Chicago, April 28, 2010
- "Creating and Implementing a Sales and Business Development Culture in Your Firm," Panelist, 2010 Legal Marketing National Conference, Denver, Colo., March 12, 2010
- "Success on the Social Web: How Firms Are Leveraging Social Networks, Blogs, Podcasts and More to Drive Business Development & Client Growth," Panelist, Marketing Partner Forum, Palm Beach, Fla., January 2010
- "Bring in Business From Web 2.0: Creating Your Law Firm's Social Media Policy," Co-Presenter, Webinar, *The American Lawyer*, October 29, 2009
- "Creating Social Media Policies," Co-Presenter, Martindale-Hubbell Webinar, July 23, 2009
- "Social Media 101 for Law Firms," Panelist, Legal PR Chicago Seminar, Chicago, March 19, 2009
- "Competitive Intelligence and Use of Data in Developing and Executing a Strategic Plan," Panelist, Strategic Marketing in the Modern Law Firm Seminar, ARK Group, Chicago, September 25, 2008

EDUCATION

- University of Nebraska - Lincoln, B.A. in Journalism, 1998