



JOY LONG

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DIRECTOR OF MARKETING

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☎ 312.670.7444

Joy Long brings a wealth of professional services marketing, business development and communications expertise to ORBA. She spearheads the strategy, infrastructure development and implementation of the firm's various marketing, business development and communications programs. She also oversees the firm's brand management and client-facing programs.

MEMBERSHIPS AND AFFILIATIONS

- American Bar Association, Former Member, Standing Committee on Strategic Communications
- Association of Accounting Marketing
- Global Midwest Alliance, Innovation Competition and Corporate Venturing Conference Planning Committee

HONORS & AWARDS

- 2011 Hall of Fame Inductee, Legal Marketing Association, Midwest Chapter
- Your Honor Award Recipient, Legal Marketing Association, Chicago Chapter, 2007
- Your Honor Award Recipient, Legal Marketing Association, Midwest Chapter, 2011

EDUCATION

- B.S., Business and Marketing, University of Phoenix

PROACTIVE

Joy immerses herself in the ever-changing world of professional services marketing and regularly participates in professional development activities. She believes that giving back to the professional services marketing community is important. Joy is currently a member of the Boomer Marketing Circle.

OUTSIDE OF THE OFFICE

Outside of the office, Joy enjoys spending time with family and friends. On the weekends, you can usually find her training for her next 5K, gardening or out trail riding.

BLOGS

- *Law Firms Face Potential Red Flags as Uncertainties Continue*
- *What You Need to Know About Texting Clients*
- *Why Attorneys' Financial Wellness Matters for Law Firms*
- *Ephemeral Messaging and E-Discovery: To Preserve or Not To Preserve?*
- *Lawyers' Professional Obligations in Regard to Legal Technology*
- *Using Data Analytics to Gain a Competitive Edge and Boost Tenant Satisfaction*
- *State of the Legal Industry Market: A New Legal Model is Emerging*
- *Get Smart: Law Firms are Getting Ahead by Harnessing Relationship Intelligence*
- *The Benefits of Client Satisfaction Surveys*

SEMINARS & ACTIVITIES

- *Legal Marketing Outside the Law Firm, Careers in Transition Programming Series*, Legal Marketing Association Webinar, September 17, 2020

