



JOY LONG

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DIRECTOR OF MARKETING

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☎ 312.670.7444

Joy Long brings more than 25 years of professional services marketing, business development and communications expertise to ORBA. Joy 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
 - Secretary, Chicago Board
- Global Midwest Alliance, Innovation Competition and Corporate Venturing Conference Planning Committee
- Legal Marketing Association

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 the Secretary of the Chicago Chapter Board of Directors for the Association for Accounting Marketing. She is also an active member in the Legal Marketing Association's Midwest Chapter.

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

- *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*
- *What Is Your Firm Waiting For? Study Spotlights Opportunities for Small Law Firms*
- *Is Your Law Firm's Website a Dinosaur or a Dynamo?*
- *Why Some Law Firms Shine in a Flat Market*
- *Gaining a Competitive Advantage: Putting a CRM System to Work for Your Law Firm*
- *Building and Maintaining a Memorable Law Firm Brand*

NEWSLETTERS

- *Law Firm Group Newsletter – Fall 2021*
- *Law Firm Group Newsletter – Spring 2021*
- *Law Firm Group Newsletter – Fall 2020*
- *Law Firm Group Newsletter – Spring 2019*
- *Law Firm Group Newsletter – Summer 2018*

SEMINARS & ACTIVITIES

- *Legal Marketing Outside the Law Firm, Careers in Transition Programming Series, Legal Marketing Association Webinar, September 17, 2020*
- *CRM Success Steps and Strategies: Bringing Business Development, Marketing and CRM Together, LMA Midwest Chapter, Chicago, January 14, 2016*
- *Best Practices for Using CRM, ContactEase Webinar, August 26, 2015*
- *Your Honor Awards Best Practices Review Discussion, LMA Midwest Chapter, Chicago, March 18, 2014*
- *Hall of Fame Roundtable, LMA Midwest Chapter, Chicago, October 29, 2012*
- *Senior Marketer Roundtable, LMA Midwest Chapter, Chicago, March 21, 2012*
- *Advertising: Measure Success in Rising Above the Clutter, LMA Annual Conference, Atlanta, March 23, 2007*

CIVIC ACTIVITIES

- Association of Accounting Marketing, Chicago Board