

Amy Wisinski

She/Her
Director
Marketing Technology & Operations

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As director of marketing technology and operations, Amy helps to drive the firm's comprehensive business development strategy through innovative process improvements and automation. She leverages her extensive experience in legal marketing to integrate new technology tools and streamline data from a variety of systems. Amy oversees the firm's client relationship management (CRM), business intelligence and research, competitive analytics, and experience tracking functions, ensuring that all operations align with the firm's strategic goals.

Amy collaborates with firm leadership to develop and implement strategies for marketing systems and processes. She integrates cross-departmental data from Finance, Docket, Conflicts, Talent, and other areas into business development systems, improving the firm's understanding of client interactions and experience. Her work in CRM activities strengthens client relationships, ensuring a deep understanding of client needs and preferences.

Credentials

EDUCATION

Amy received a B.A. in Political Science, *summa cum laude*, from Northern Illinois University in 1996.

Related Insights & News

Amy frequently speaks about marketing technology, competitive intelligence, and automation.