

Sally J. Schmidt

For more than 25 years, Sally Schmidt, President of Schmidt Marketing, Inc. in Edina, Minnesota, has offered marketing and business development services to law firms nationally and internationally. Clients have ranged in size from small firms to those with over three thousand attorneys. With an MBA and B.S. from the University of Minnesota, Sally is a former in-house marketing director for a law firm, and was a founder and the first President of the Legal Marketing Association (LMA). In 1994, Sally was inducted as a Fellow into the inaugural class of the College of Law Practice Management. IN 2007, she was inducted into the inaugural class of the Legal Marketing Association's Hall of Fame, and given a lifetime achievement award.

A frequent industry presenter and writer, Sally has spoken at more than 250 national and international seminars and conferences for the legal profession, and has written more than 250 articles published in prominent legal industry publications. She is the author of two ALM books on law firm marketing: the best-selling *Marketing the Law Firm: Business Development Techniques*; and *Business Development for Lawyers: Strategies for Getting and Keeping Clients*.