



Laurie W. MacDonald

Director of Business Development

Providence

401-274-2000

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Education

Mount Holyoke College, B.A., 1982

About

As Director of Business Development, Laurie provides strategic planning, guidance and business development services ranging from key client focus programs, client interviews and complex proposal development. She is responsible for identifying business opportunities, including lead generation, proposal writing, and cross-selling opportunities. Her expertise includes developing and implementing partner focused business plans that support the firm's strategic and financial objectives, and collaborates with firm's leadership, department chairs and individual attorneys to support various business opportunities. Additionally, Laurie provides direction and management of firm wide events, seminars and community relations outreach.

Credentials

Work Experience

Hinckley Allen

- Director of Business Development (1999-Present)
- Senior Legal Assistant (1986-1999)

Charitable & Civic Involvement

- Community Boating Center, Past President and Director
- The Wheeler School Alumni Board, Member (2006-Present)

Professional Affiliations

- Community Boating Center, Member
- Legal Marketing Association, Member; New England Chapter, Member
- Warwick Country Club, Member

Speaking Engagements

- Panel Discussion – “Integrating Marketing and Practice Management” – Hildebrandt Institute’s 2008 Forum on Practice Group Management (April 28, 2008)
- Panel Discussion – “Adding Value with Marketing” – Boston College Carroll Graduate School of Management, Boston, MA (April 20, 2006)
- Panel Discussion – “What do you want to be famous for? Building plans around your likes and dislikes,” with Donald Keinz (Acadia Consulting) and Charles Reppucci (COO, Hinckley Allen), Toledo Group Annual Conference, Newport, RI, (September 2005)

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