



KATIE J. DAVIS

CHIEF MARKETING OFFICER

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Katie Davis is chief marketing officer for Armstrong Teasdale. She is responsible for all aspects of the firm's marketing and business development functions, as well as information resources, in support of Armstrong Teasdale's growth strategy. Her role includes the development, execution and oversight of internal and external communications programs to drive awareness of the firm and its capabilities, including advertising and creative, social and digital platforms and event-based opportunities.

Prior to taking on the role of CMO, Katie served as the firm's client relations director, creating and implementing a formalized program to ensure the firm and its attorneys are exceeding client expectations. Katie continues to manage this program, focusing on fostering client relations and retention, conducting market research, and leveraging customer relationship management (CRM) tools and technology. Further, Katie supervises and mentors a robust team of legal marketing professionals. Active in firm management, she serves on the Law Firm Associations, Alumni, Operations and Women's Inclusion Network Committees.

BACKGROUND

Prior to joining Armstrong Teasdale, Katie was director of practice growth for a St. Louis area CPA firm, where she was responsible for all marketing and business development efforts as well as strategic growth. Before that, she was the Midwest regional tax marketing senior manager for the St. Louis office of a multinational professional services firm.

EDUCATION

- Southern Illinois University-Edwardsville (M.B.A., 2009)
- Southern Illinois University-Edwardsville (B.S.B.A., 2007)
 - Emphasis in Marketing
 - Minor in Speech Communication
 - Dean's List