



KATIE J. DAVIS

CHIEF GROWTH OFFICER

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Katie Davis is chief growth officer for Armstrong Teasdale. She oversees a team of professionals across the U.S. and in the U.K. that supports the firm's growth efforts through both individual and team-based initiatives. This includes all aspects of the firm's marketing, business development, internal communications, integration, marketing technology and information resources and business intelligence functions, in support of Armstrong Teasdale's growth strategy.

In addition to traditional legal marketing and business development, Katie is responsible for driving firm growth through the integration and retention of new and existing experienced firm attorneys, and supporting those individuals through the entire integration life cycle, including the recruiting process and alumni relations. Her responsibility extends to include groups of lateral attorneys and strategic firm combinations.

Critical to these efforts is effective firm communications for which she is also responsible. This includes the development, execution and oversight of internal and external communications programs to drive awareness of the firm and its capabilities.

Katie is also responsible for Armstrong Teasdale's information resources function, which includes the firm's traditional legal library and business intelligence efforts.

Prior to taking on the role of chief growth officer, Katie served as the firm's chief marketing officer and, before that, as client relations director, creating and implementing a formalized program to ensure the firm and its attorneys are exceeding client expectations. The goal of the firm's Client CultivATIion program is to create a client-focused culture, both conceptually and in practice. Katie continues to manage this program, focusing on fostering client relations and retention, and leveraging innovative tools and technology to develop an approach and strategy that adds the most value to client relationships and enhances the services our attorneys perform.

Active in firm management, she serves on the Strategic Planning, Operations, Law Firm Associations and Women's Inclusion Network Committees.

BACKGROUND

Prior to joining Armstrong Teasdale, Katie was director of practice growth for a St. Louis regional 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 Missouri market of a multinational, Big

Four 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

PROFESSIONAL ACTIVITIES

- The United States Law Firm Group® (USLFG®) Marketing Professionals Committee Chair (2019 - 2021)