



Julie Snow-Samanant

CHIEF MARKETING OFFICER

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Julie is responsible for creating and executing marketing and business development strategies for Fredrikson.

She works with her professional staff and firm leadership to ensure their activities maintain a client focus, are aligned with the firm's strategy, and are designed to positively position the firm, facilitate cross-practice collaboration, and generate new business opportunities.

Julie brings more than 20 years of experience creating marketing and business development programs, with a particular focus on strategic planning for law firms and client-centric programs to enhance and grow relationships.

Julie sets the direction for the firm's initiatives related to business development, client interviews, outreach and teams, marketing and business development training and coaching, public relations, brand management and other marketing communications. She leads a staff of marketing, business development, communications, event planning and practice development professionals.

Prior to joining Fredrikson in 2009, Julie served as Senior Director of Marketing and Business Development at Dorsey & Whitney LLP in Minneapolis. She has spoken on topics related to client feedback initiatives, key client team management and business development.

Credentials

Education

- Macalester College, B.A.