

Nancy Roberts Linder

CHIEF MARKETING OFFICER

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Nancy Roberts Linder is Chapman's Chief Marketing Officer. She is responsible for the firm's marketing department, supporting visibility, business development, and social impact and sustainability initiatives. Nancy has worked with professional service entities, primarily law firms, for the past 35 years. For 18 of those years, Nancy managed her own law firm consulting practice where she developed marketing function infrastructure and advised on client development and relationship management matters. Prior to starting her consulting practice, Nancy was the first marketing professional hired by a 300-lawyer Chicago firm and created the firm's marketing department.

Nancy pioneered the teaching of marketing skills to law students by developing an award-winning program which she taught with other law firm marketing colleagues at IIT Chicago-Kent College of Law. Nancy's innovative programming received awards from Chicago-Kent and the Legal Marketing Association. She has published more than 100 articles and speaks on a variety of lawyer marketing topics, including conducting CLE pertaining to the ethics rules governing lawyer marketing.

Nancy is a member of the Legal Marketing Association (LMA) and served on the Midwest Chapter Board of Directors since the chapter's inception in 1989 through 2000, where she served twice as president and was inducted into the chapter's Hall of Fame. Nancy is an avid supporter of the Chicago Bar Foundation, where she co-chairs the annual Passport to Chicago event, a program concept she helped create. In 2022, Nancy joined the board of directors of EEqual, a for-youth by-youth nonprofit working to overcome student homelessness.

Education

University of Iowa, B.B.A.,
Marketing, 1984

Memberships

Legal Marketing Association (LMA)

Community

Chicago Bar Foundation (CBF)

- Co-Chair, Passport to Chicago

EEqual

- Board of Directors