

# PRESS RELEASE

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## **Baker Donelson Welcomes Adam Severson as Chief Marketing and Business Development Officer**

**January 03, 2012**

(Nashville, Tenn./Jan. 3, 2012) The law firm Baker, Donelson, Bearman, Caldwell & Berkowitz, PC is pleased to announce that Adam Severson will join the Firm as its Chief Marketing and Business Development Officer on February 1, 2012. In this role, Mr. Severson will lead Baker Donelson's 21-member marketing team, and will be responsible for the strategic direction and execution of the business development and marketing initiatives for the Firm. Before joining Baker Donelson, he was the Director of Business Development and Marketing at Faegre & Benson LLP in Minneapolis.

"The economic and financial climates we have experienced over the last few years have changed the way that law firms think about client service and business development," said Jerry Stauffer, President and Chief Operating Officer of the Firm. "The experience and energy that Adam brings to Baker Donelson will allow us the opportunity to better serve our clients in this new environment. He has earned an excellent reputation directing the marketing and business development efforts of some of the country's leading law firms, and we are very pleased to welcome him to our Firm."

Mr. Severson brings nearly 15 years of legal marketing experience to Baker Donelson. At Faegre & Benson, his team was recognized in 2010 as the top legal marketing department in the country by Marketing the Law Firm, an American Lawyer Media (ALM) publication. He has also been honored with numerous industry accolades by the Legal Marketing Association and the Web Marketing Association. Before joining Faegre & Benson, Mr. Severson was with Dorsey & Whitney LLP and Thomson Reuters.

Mr. Severson is active in the Legal Marketing Association, having served three years on its international board of directors and as co-chair of the 2011 annual conference in Orlando. He is also a past president of the organization's Minnesota Chapter. He frequently speaks to industry groups on marketing and business development topics. Mr. Severson's community involvement includes Habitat for Humanity and Easter Seals.