Katie Ambrosio

Managing Director of Business Development

Chicago
katie.ambrosio@troutman.com
D 312.443.1824



Katie helps attorneys and practices collaborate and drive growth, focusing on consistently providing value to clients.

OVERVIEW

Katie serves as the managing director of business development at Troutman Pepper Locke, bringing more than 20 years of experience in strategic business development and client relationship management. With a proven track record of driving growth and enhancing client engagement, she plays a pivotal role in shaping the firm's business development strategies and initiatives.

In her role, Katie oversees the firm's business development function, including strategic planning, cross-practice and industry-focused client growth initiatives, and alumni relations outreach. She also serves as a coach in the firm's Client Development and Executive Leadership Program, a program for partners that provides in-depth training on strengthening client relationships, growing new business, and developing effective teams.

Prior to her current role, Katie served as the chief marketing officer of Locke Lord LLP, where she led the firm's business development, marketing, and communications functions.

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Past board member, Legal Professional Services Council (LPSC)
- Member, Legal Marketing Association (LMA)

EDUCATION AND CERTIFICATIONS

EDUCATION

- Michigan State University, B.A., 1997, journalism

SPEAKING ENGAGEMENTS

- Moderator, "The Science of Collaboration," Legal Professional Services Council (LPSC).

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- Panelist, “Lateral Integration Strategies for the Evolving Legal Landscape,” Legal Professional Services Council (LPSC).
- Moderator, “OMPs’ View of the Marketing Department,” Legal Professional Services Council (LPSC).
- Panelist, “Best Practices in Internal Communications,” Legal Professional Services Council (LPSC).

MEDIA COMMENTARY

- Quoted, “With In-Person Meet-Ups Scarce, This Firm Turned to Video Intros,” *Texas Lawyer,* January 27, 2021.