Michael Blachly

Director of Business Development

Richmond

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OVERVIEW

Michael leads the strategic and operational business development for the firm's Litigation Department, where he plays a key role in driving the firm's revenue, market share, and business growth initiatives. Specializing in business planning, attorney coaching, business development strategy, and enhancing marketplace visibility, Michael works closely with practice leaders, senior management, and key stakeholders to develop and implement client-centric business development strategies to help ensure alignment with the firm's vision and commitment to client service excellence.

Michael has an extensive background in law firm business development. He served as chief marketing officer at a firm with more than 150 attorneys, where he was responsible for the direction and execution of the law firm's marketing and business development initiatives across multiple practice areas and offices. Michael's CMO experience provides him with a holistic perspective on the alignment of marketing and business development, complemented by deep insight into law firm operations and management.

Michael served as the first president of the Legal Marketing Association's (LMA) Southwest Region and has held other leadership positions within the organization. He was the first recipient of the Southwest Region's President's Award and was recognized with the 2021 Distinguished Service Award. Michael is a frequent speaker to national and international audiences on legal marketing, business development, client service, and the business of law.

AWARDS

- Legal Marketing Association Southwest Region, Distinguished Service Award (2021)
- Legal Marketing Association, first recipient of the LMA Southwest Region President's Award (2018)

ALL AREAS OF FOCUS

- Business Litigation
- Government + Regulatory
- Labor + Employment
- Regulatory Investigations, Strategy + Enforcement

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- White Collar Litigation + Investigations
- eDiscovery + Data Management

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Legal Marketing Association (2008-present)
  - LMA 2025 Annual Conference Planning Committee (2024-2025)
  - PR/Communications pre-con co-chair – LMA 2023 Annual Conference (2022-2023)
  - Co-chair – Southwest Region Conference (2022)
  - Past president – Southwest Region (2018)
  - President – Southwest Region (2017)
  - President-elect – Texas Chapter (2016)
  - Secretary – Texas Chapter (2012 – 2013)
  - Chair – Dallas Local Group Chapter (2010)
- National Audubon Society
  - Advisory Board member for the Trinity River Audubon Center (2023-2026)
- Saint Michael and All Angels Episcopal Church
  - Chair-elect of the Acolyte Steering Committee (2025-present)
  - Master of Ceremonies (2008 – Present)
  - Verger (2010-present)
  - Fellow of the Vergers Guild of the Episcopal Church (2017-present)
  - Diocesan delegate to the Episcopal Diocese of Dallas (2020-2022)

EDUCATION AND CERTIFICATIONS

EDUCATION

- Texas A&M University, B.S., 1999, journalism

CERTIFICATIONS AND MEMBERSHIPS

- Graduate Marketing Certificate, Southern Methodist University Cox School of Business (2008)

SPEAKING ENGAGEMENTS

- Panelist, “Strategic Planning: Because a Goal Without a Plan is Just a Dream!,” 1st Tuesday Connections, December 3, 2024.
- Panelist, “Navigating the Future of Legal,” Legal Marketing Association – Dallas Chapter Meeting, March 19, 2024.
- Speaker, “The Strategy Behind Great Clients: Mastering Business Development Skills for Client Growth,” Lawyers Associated Worldwide Global Conference, October 2023.
- Speaker, “Unlocking Professional Success: The Power of Mentorship and Building Your Personal Advisory Board,” Lawyers Associated Worldwide Global Conference, October 2023.
- Co-presenter, “Worst Case Scenarios: What Steps Will You Take,” Legal Marketing Association Annual Conference – PR & Communications Pre-Con, April 24, 2023.
- Moderator, “CMO Panel: Charting the Future of Legal Marketing,” Legal Marketing Association Southwest Regional Conference, October 14, 2022.
- Co-presenter, “The Keys to Developing, Growing and Keeping Great Clients,” Texas Association of Defense Counsel, September 8, 2022.

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- Moderator, “Back in Business: Serving Clients in 2021 and Beyond,” Dallas Association of Young Lawyers, May 20, 2021.
- Co-presenter, “Your Law Firm Brand: Brand-Building and Deepening Your Brand Equity,” Lawyers Associated Worldwide EAME Regional Conference, May 5, 2021.
- Speaker, “Building Your Personal Brand to Drive Success,” SMU’s Business Law Leadership Program, June 24, 2020.
- Speaker, “Who Do You Think You Are? Building Your Personal Brand to Drive Success,” Legal Marketing Association – Dallas Chapter Meeting, January 30, 2020.
- Speaker, “Who Do You Think You Are? Building Your Personal Brand to Drive Success,” Legal Marketing Association Southwest Conference, September 11, 2019.
- Speaker, “Who Do You Think You Are? Building Your Personal Brand to Drive New Business,” Lexwork International Global Conference, October 5, 2018.
- Panelists, “Finding Growth in a Flat Market,” Legal Marketing Association Annual Conference, April 10, 2018.
- Panelist, “Skating to Where the Puck Will Be: Finding Growth in a Flat Market,” Legal Sales and Service Organization (LSSO)’s RainDance Conference, May 9, 2017.
- Speaker, “Putting Presentations in Their Place: Engaging the Audience and Delivering the ‘WOW’,” Legal Marketing Association – Dallas Chapter, March 19, 2015.
- Panelist, “Navigating a Complicated Pitch/RFP through the Firm,” Legal Marketing Association – Texas Regional Chapter, Dallas, Texas, November 6-7, 2014.
- Speaker, “Building Your Practice: Client Development For Young Lawyers,” SMU Dedman School of Law’s Planning To Conquer The Real World Of Private Practice Conference, April 5, 2014.
- Speaker, “Client Development for Young Lawyers,” Baylor Law School, Waco, Texas, March 20, 2013.
- Speaker, “The Art of Creating the Exceptional Client Experience,” International Association of Business Communicators – Fort Worth Chapter, Fort Worth, Texas, July 13, 2010.