



Mary C. Kimber

Chief Marketing Officer

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Experience

Mary Kimber has been working in the legal industry for more than 25 years, first as a paralegal in California, Montana, and Colorado, and since 1995 as a marketing professional. She joined HRO in September 2010 as Chief Marketing Officer and works in the Denver office. Prior to HRO, Mary was the marketing manager in the Denver office of Patton Boggs LLP, before being promoted to director of marketing in Washington, D.C. in 2003, and then named Chief Marketing Officer in 2007.

Mary's considerable experience includes brand management, development of collateral in print and electronic media, coordination of educational programs, sponsorships and community events, public relations and media, strategic planning, training, and business development strategies.

As the Chief Marketing Officer for the firm, Mary oversees marketing and business development operations firmwide for ten offices, and leads a team of eight marketing professionals responsible for implementing the firm's strategic plan. At Mary's previous firm, under her leadership, the firm won numerous industry awards, including an Excellence in Marketing Award in 2009 for "Best Use of Technology" for its use of podcasts and Internet radio; two prestigious Burton Awards for "Best Law Firm Publication" in 2010 and 2007; five Gold "Pearl" awards by the Custom Publishing Council for four consecutive years; and First Place for Internal Communications in 2007 at the National Legal Marketing Association's Your Honor Awards. In 2010, Mary was also named a "TOP TEN CMO" by *Smart CEO* magazine for the Washington, D.C./Baltimore metropolitan region, and the only law firm winner.

Mary is a frequent speaker at legal marketing industry conferences, has contributed commentary, and has written for industry publications such as *Strategies*; *Law Firm, Inc.*; *Professional Marketing*; *National Law Journal*; and *Law.com*. She has been involved in politics for many years and is a graduate of the Colorado Institute for Leadership Training. When she is not engaged in marketing or politics, she shares her love for the outdoors with her husband and two daughters, and lives in Denver, Colorado.

Education

B.F.A., San Francisco Art Institute
University of Colorado – Denver, Professional Development Series, Marketing Certificate
San Francisco State University, Paralegal Studies

Accomplishments/Affiliations

Member, National Legal Marketing Association (LMA)
Former Board Member and President-Elect Rocky Mountain Chapter of LMA
Former Board Member and P.R. Chair Capital Chapter of LMA
Member, 2007 - 2008 Advisory Committee of the Marketing Partner Forum