



Laura V. Hudson

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Education

M.A., Communications, The
University of Georgia

B.A., English, Communications, The
University of North Carolina at
Chapel Hill

Professional Experience

Laura is the Firm's Director of Marketing and Business Development. She oversees the Firm's strategic marketing, communications, and business development efforts. She has more than 18 years of legal marketing experience, and has served on several industry boards, most notably on the international board of the Legal Marketing Association ("LMA"), where she co-chaired the association's Governance Task Force and Governance Committees. She is also the founder of the LMA's Raleigh City Group. Laura has a Yellow Belt certification in Legal Lean Sigma® and Project Management from the Legal Lean Sigma Institute, and is an appointed member of the North Carolina State Bar Board of Legal Specialization.

Honors and Distinctions*

Recognized by North Carolina Lawyer's Weekly as a " Unsung Legal Hero" in 2017

Professional and Community Affiliations

Legal Marketing Association, long-time Member, Speaker, and Local Membership Chair

North Carolina State Bar Board of Legal Specialization , Member

Perennial PTA Volunteer, Wake County Public Schools

** Please see the following websites for an explanation of the membership standards for the following recognitions: www.bestlawyers.com; businessnc.com/special-sections/legal-elite/; and www.superlawyers.com/north-carolina.*