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**Education**

Sheridan College Institute of  
Technology and Advanced Learning  
(2006) Business Administration  
(Marketing)

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# Lindsey Bombardier

**LINDSEY BOMBARDIER**

is the Director of Business Development and Marketing at Lenczner Slaght.

Lindsey is responsible for leading the firm's business development and marketing strategy. She manages a talented group of professionals and works closely with the firm's management committee, lawyers, and business team leaders to enhance client development and drive brand awareness. She is also responsible for firm-wide communications. Lindsey is an active member of the firm's Business Continuity Committee, Equity, Diversity, and Inclusion Committee as well as the Innovation Hive™.

Lindsey is a dedicated member of the international legal marketing community. She is currently a Director of the Legal Marketing Association, Canada Region. Lindsey is the co-creator of LMANext, a tailored program offering seminars, networking opportunities, and thought leadership to the next generation of legal marketers. Under her guidance, LMANext has been adopted by LMA regions across North America. In recognition of her commitment and expertise, she was recognized with the LMA International Rising Star Award in 2017.

Lindsey is a frequent writer and speaker on topics related to legal marketing, business development, and career development. She is currently a columnist with Slaw, Canada's Online Legal Magazine.

Before joining Lenczner Slaght, Lindsey worked for nearly a decade at one of Canada's largest law firms, successfully advancing through a variety of business development and marketing roles.

## RECOGNITION

- ▶ Legal Marketing Association - International (2017)  
Rising Star Award
- ▶ Legal Marketing Association – Toronto (2016)  
Rising Star Award

## SELECT PUBLICATIONS AND PRESENTATIONS

- **The Thing About Value Is...** – How does one maximize and demonstrate their value? How can a law firm provide meaningful value to its clients? Lindsey Bombardier discusses these topics in her Slaw article titled *The Thing About Value Is...*
- **Big New Ideas: The Best Gig for a Legal Marketer** – Published by Slaw, Lindsey Bombardier authored an article sharing her expert insights on how to advance big ideas.
- **Annual Business Planning: The Most Wonderful Time of the Year** – Lindsey Bombardier authored the article *Annual Business Planning: The Most Wonderful Time of the Year*, published by Slaw. In this article Lindsey shares her expert tips and considerations for those working on their business plan.
- **Ask me Anything: Law Firm Events in a Post-COVID Era** – Lindsey Bombardier moderated LMANext's Ask Me Anything session on *Law Firm Events in a Post-COVID Era*.
- **Why the Olympics Had Me in My Feels About Collaboration** – In this Slaw article, Lindsey Bombardier shares the key strategies our firm focuses on to build powerful teams and ensure effective and meaningful collaboration.
- **Strong Relationships, Strong Foundation for Success** – Lindsey Bombardier's article *Strong Relationships, Strong Foundation for Success* was published by Slaw, Canada's online legal magazine. In this article, Lindsey writes about how to build and maintain strong relationships in the legal industry.
- **How Focusing on Small, Consistent Activities Can Generate Big Opportunities** – Published by Slaw, Lindsey Bombardier authored an article on how lawyers can focus on small, consistent activities to generate big opportunities.
- **Hope for the Best, Prepare for the Worst: What it Takes to Develop and Implement an Effective Social Media Policy at Your Law Firm** – Lindsey Bombardier and Adhi Reza spoke at the Legal Marketing Association webinar "*Hope for the Best, Prepare for the Worst: What it Takes to Develop and Implement an Effective Social Media Policy at Your Law Firm*." Lindsey and Adhi discussed how to develop a policy, tips on implementation, and non-compliance measures.
- **Adding Value in Times of Crisis: Legal Marketing Leadership During "Business Unusual"** – Lindsey Bombardier spoke on the Legal Marketing Association webinar *Adding Value in Time of Crisis: Legal Marketing Leadership During "Business Unusual"*. Lindsey shared her expert insight on how legal marketing teams can meaningfully contribute and remain valuable as the COVID-19 crisis evolves.
- **Social & Digital Success: Use Data, Engage Clients, and Train Your Lawyers** – Lindsey Bombardier's article "*Social & Digital Success: Use Data, Engage Clients, and Train Your Lawyers*" was featured in the Legal Marketing Association's 12 Days of Social & Digital Media. In the article, she discusses three key areas to focus on when communicating the value of digital/social media and gives an in-depth look at Lenczner Slaght's holiday card campaign.
- **Law Firm Microsites: Good or Bad Idea?** – Lindsey Bombardier spoke on the Good2bSocial webinar titled "Law Firm Microsites: Good or Bad Idea?" on November 20. She provided insights on the value and challenges associated with law firm microsites, how to create an effective one, and more.
- **Turning Millennial Lawyers into Marketing Ninjas** – Lindsey Bombardier spoke at the Legal Marketing Association Southwest Region Conference in Scottsdale, AZ. Speaking alongside Morgan McLeod (Cubicle Fugitive), their session highlighted the tools, tactics and

information Associates need to build their books of business in the competitive and ever-evolving legal market. The session also reviewed the skills required from legal marketing professionals to deliver and continually enhance client service.

- **Competitive Intelligence and Business Development** – Lindsey Bombardier spoke on the Legal Marketing Association & Toronto Association of Law Libraries panel: "Competitive Intelligence and Business Development". The session touched on how law firms are working with CI teams to implement strategies and build relationships that add value and drive business.
- **The First Five: Laying the Foundation for Future Leaders** – Lindsey Bombardier spoke at the Legal Marketing Association Annual Conference on "The First Five: Laying the Foundation for Future Leaders" panel. She provided insights on how to begin a career in legal marketing and how to quickly set yourself up for success.
- **#CareerGoals** – Lindsey Bombardier spoke at the third annual Ryerson Women in Leadership Conference. She discussed various strategies around building and maintaining a successful career.
- **Legal 101** – Lindsey Bombardier moderated the inaugural LMANext Lunch and Learn. This session provided an overview on marketing and business development in a law firm and how teams can work effectively with partners.

## BLOG POSTS

- **Thriving Not Surviving: Key Takeaways from the Young Lawyers Summit** – On November 24, 2020, Canadian Lawyer held the Young Lawyers Summit: Thriving in Today's Changing Legal Industry. Like everything this year, the group gathered virtually for a packed agenda of panel discussions ranging from becoming a thought leader to making time for mental rest and wellbeing. What follows is a short summary of the sessions that we found particularly relevant given our varied experience and roles at the firm.

## SELECT NEWS ARTICLES

- **Women Who Wow: Lindsey Bombardier** – Lindsey Bombardier is featured in Stefanie Marrone's Women Who Wow series! Lindsey speaks about what she loves most about her career and discusses what she believes are the keys to success in her role.
- **Changing Tide Leads Many Canadian Law Firms to Institute Vaccine Mandates** – In a recent Law.com International article, Lindsey Bombardier comments on Lenczner Slaght's decision to implement a mandatory vaccination policy.
- **How a legal firm used an intranet to create an innovative knowledge hub** – Lindsey Bombardier was interviewed by ThoughtFarmer for a case study on the firm's intranet. Lindsey shares her insights on our decision to engage ThoughtFarmer, the goals of our intranet, how we tackle and maintain intranet adoption, and more.
- **Getting up to speed with digital marketing** – Lindsey Bombardier was interviewed for CBA National Magazine's article "*Getting up to speed with digital marketing*". Lindsey shared her expert advice on how to lay the foundation for a successful digital marketing strategy and the importance of measuring engagement.
- **LMA Strategies - The Journal of Legal Marketing** – Lindsey Bombardier

is quoted in the article "*3 Essential Keys to Unlocking the Power of Diversity, Equity, and Inclusion.*" Lindsey speaks about how the firm sought to challenge gender disparity in the legal industry with the introduction of ReferToHer™.

- **Seeking a Speaking Engagement? Shout It Out!** – Lindsey Bombardier was quoted in Eva Chan's article "*Seeking a Speaking Engagement? Shout It Out!*". The article discusses how to increase your chances of being considered for a speaking engagement.
- **Top trends for law firms on social media in 2020** – Lindsey Bombardier is quoted in The Lawyer's Daily article *Top trends for law firms on social media in 2020.*
- **Lindsey Bombardier Joins Lenczner Slaght** – Canada's leading litigation firm is delighted to welcome Lindsey Bombardier as the new Director of Marketing and Business Development at Lenczner Slaght.

### PROFESSIONAL ACTIVITIES

- Legal Marketing Association, Canada Region  
Board of Directors, LMANext Program Chair
- Legal Marketing Association, International  
Co-Chair, 2030 Task Force
- Slaw  
Legal Marketing Columnist
- International Association of Business Communicators  
Member
- Women's Executive Network  
Member
- International Legal Technology Association  
Member
- Association of Legal Administrators  
Member
- Ryerson University, Ted Rogers School of Management, Top 200  
Mentoring Program  
Mentor (2019-2022)
- Legal Marketing Association, Eastern Canada Region  
Board of Directors, LMANext Program Chair (2016 - 2020)
- Legal Marketing Association, International  
Rising Star Award Program Co-Leader (2018)