

## Legal Marketing Association Appoints Bianca Duffield Chair of Orlando Steering Committee

Orlando  
1.19.22

Shutts & Bowen LLP is pleased to announce that Bianca Duffield, Business Development and Marketing Manager, has been appointed Chair of the 2022 Legal Marketing Association Southeastern Region (LMASE) Orlando Local Steering Committee.

As Chair, Bianca will lead the professional development and social activities for legal marketing professionals in Central Florida.

The Legal Marketing Association's Southeastern Region, established in 1985, is one of the largest regions within the international organization of LMA with more than 500 members throughout nine states. The Legal Marketing Association is a not-for-profit organization dedicated to serving the needs, representing the interests, and maintaining the professional standards of individuals involved in business development, marketing, public relations, internal communications, event planning, and web and creative services in the legal profession.

### Offices

Orlando