

Julie Gurney

Senior Director of Practice & Industry Initiatives

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Overview

Julie has almost 20 years of experience in legal marketing. She previously served as Benesch's Director of Marketing & Communications. In her role as Director of Practice & Industry Initiatives, she works alongside stakeholders to fulfill strategic initiatives, facilitate practice and industry group productivity, grow efficiency and profitability, deliver exceptional client service, and identify new business development opportunities.

Julie identifies specific industries and market segments of opportunity and works with attorneys and firm leaders to develop and implement integrated marketing and business development strategies to improve the firm's market position and enhance its visibility and reputation. She helps bring new practice and industry services to market and identifies and implements emerging legal marketing trends and efficiencies.

Credentials

EDUCATION

- Indiana University, 2002, B.A., Telecommunications (Marketing)

Memberships

- Member, Board of Directors, The Gathering Place (2021-present)
- Chair, Rising Leaders Council, The Gathering Place (2020-2021)

- Accredited Coach, Smart Collaboration Accelerator (2021)
- Member, Marketing Committee, Engage! Cleveland
- Member, Legal Marketing Association, Midwest Chapter

Awards & Recognition

- Named, 2021 Crain’s Cleveland Notable Marketing Executive
- Recipient, 2017 Legal Sales and Service Organization’s Sales & Service Team of the Year

News & Insights

- The American Lawyer (ALM) Names Benesch Marketing & Business Development Team a Finalist for “Best Business Team” Award for Third Consecutive Year
  September 23, 2026 | Press Releases
- Benesch Marketing & BD Team Wins ALM’s “Best Business Team” Award at 2025 American Lawyer Industry Awards
  November 14, 2025 | Press Releases
- Benesch Marketing & Business Development Team Again Named Finalist for “Best Business Team” by The American Lawyer
  August 15, 2025 | Press Releases
- Benesch Marketing & Business Development Team Named Finalist for “Best Business Team” by The American Lawyer
  August 26, 2024 | Press Releases
- Julie Gurney profiled in CJN | "CJN to host ‘Women in Leadership’ panel Oct. 19"
  October 30, 2023 | Media Mentions
- Law Firms Struggle to Create Apps That Meet a Specific Need
  October 30, 2023 | Contributed Content & Presentations
- Julie Gurney featured in CJN | "'Women in Leadership' discuss double standard in work-life balance"
  October 30, 2023 | Media Mentions
- Julie Gurney interviewed in LMA Connect Article | "Web 3.0/Metaverse: How Will It Affect Legal Marketing?"
  June 30, 2023 | Media Mentions
- Julie Gurney quoted in Law.com Article | "The Wild West of LawCity, Web3 and the Metaverse"
  June 21, 2023 | Media Mentions
- Julie Gurney Named Crain's Cleveland Notable Marketing Executives
  December 20, 2021 | Media Mentions

Speaking & Events

PAST EVENTS

- Growth-Minded Communication: Best Practices for Marketers Planning and Executing New Office Launches
  April 5, 2024 | Speaking Engagement
- Stacking Up: A Discussion On Optimizing Marketing Technology
  November 15, 2019 | Speaking Engagement
- Managing Your Priorities and Time to Push Strategic Efforts Forward
  October 11, 2016 | Speaking Engagement
- Legal Marketing Tips for Firms of All Sizes
  May 1, 2014 | Speaking Engagement