

## Press Release

### **Freeborn CMO Ian Turvill Named Treasurer-Elect of the Legal Marketing Association**

**CHICAGO – Jan. 4, 2015** – [Freeborn & Peters LLP](#) is pleased to announce that its Chief Marketing Officer, [Ian Turvill](#), has been named the Treasurer-Elect of the International Legal Marketing Association (LMA). The LMA is the professional organization for legal marketers. It represents more than 3,900 legal marketing and business development professionals from across 48 states, Canada and 23 other countries.

"On behalf of the firm, I'd like to congratulate Ian on his new role within LMA," said [Louis Bury](#), Executive Director of Freeborn. "He is part of an exceptional leadership team at Freeborn, and I am sure he will make an excellent contribution at the international level of the LMA organization."

Prior to his election as Treasurer-Elect, Mr. Turvill served as the Chair of the LMA's Chicago City Group and as the Co-Chair of LMA's Think Tank, an initiative focused on emerging issues in the profession of legal marketing. As Freeborn's CMO, Mr. Turvill oversees the firm's marketing and business development functions, including marketing strategy, marketing communications, digital media, public relations, and client events and outreach. He and the marketing team at Freeborn & Peters have been recognized six times by the LMA's Your Honor Awards program at both the regional and national levels.

#### **ABOUT FREEBORN & PETERS**

Freeborn & Peters LLP is a full-service law firm, headquartered in Chicago, with international capabilities. Freeborn is always looking ahead and seeking to find better ways to serve its clients. It takes a proactive approach to ensure its clients are more informed, prepared and able to achieve greater success – not just now, but also in the future. While the firm serves clients across a very broad range of sectors, it has also pioneered an interdisciplinary approach that serves the specific needs of targeted industries, including credit unions, food, transportation, private equity and venture capital, and insurance and reinsurance.

Freeborn is a firm that genuinely lives up to its core values of integrity, caring, effectiveness, teamwork, and commitment, and embodies them through high standards of client service and responsive action. Its lawyers build close and lasting relationships with clients and are driven to help them achieve their legal and business objectives.

For more information, please visit [www.freeborn.com](http://www.freeborn.com).

###