

Education
Schulich School of Business, York University (2016) International BBA (Specialized in Marketing) (Honours)
Good2bSocial (2020) Digital Marketing for Law Firms Certificate

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Adhi Reza

ADHI REZA
is the Senior Manager of Marketing & Communications at Lenczner Slaght.

Adhi drives the strategy, planning, and execution of our high impact brand and marketing programs, including our media relations, digital marketing, content marketing, rankings and awards, advertising, and sponsorships. She ensures our marketing is bold, creative, and valuable to our clients.

Adhi has a deep understanding of our brand and a keen ability to envision, plan, and execute big ideas. She played a key role in developing and launching our groundbreaking and award-winning programs, ReferToHer™, Data-Driven Decisions, and commerciallist.com, and continues to help shape their strategies and initiatives.

Adhi is also a strong business communicator. She collaborates with the firm's Management Committee and business team leaders in crafting strategic communication and change management plans on complex, cross-functional projects, ensuring they have clear, consistent, and compelling messaging aligned to our firm's strategic plan. She is also a dedicated member of the firm's Equity, Diversity, & Inclusion Committee.

Beyond Lenczner Slaght, Adhi actively contributes to the advancement of the legal marketing community through membership in the Legal Marketing Association (LMA). She is currently Director of Communications on the LMA Canada Board.

Prior to joining Lenczner Slaght, Adhi graduated from the Schulich School of Business with an Honours degree in International Business and a specialization in Marketing, where she gained particular insight into Marketing Management, Brand & Media Strategy, Market Research, Social Media Marketing, and Strategic Communications.

SELECT PUBLICATIONS AND PRESENTATIONS

- **Marketing and Business Development Strategies: Positioning Your Firm for Success –** Adhi Reza will be presenting at the Legal Marketing Association's 2024 International Conference in San Diego. As part of the pre-conference program titled *Small Budget, Big Impact: Cost-Effective Tools and Sustainable Strategies*, Adhi will share how to enhance a law firm's strategic approach to marketing and communication to make the most impact.
- **Hope for the Best, Prepare for the Worst: What it Takes to Develop and Implement an Effective Social Media Policy at Your Law Firm –** Adhi Reza spoke at the Legal Marketing Association's Digital & Social Media SIG webinar on the topic *What it Takes to Develop and Implement an Effective Social Media Policy at Your Law Firm*. Adhi discussed how to develop a strategic policy, tips on implementation, and non-compliance measures.
- **Ready, Set, Launch: The Impact of Successful Digital Marketing (Part 2) –** Adhi Reza presented at the Legal Marketing Association's LMANext webinar on the topic *The Impact of Successful Digital Marketing (Part 2)*. She shared key insights on how to develop creative, engaging, and impactful digital marketing strategies in the legal industry.
- **Refresh, Like & Share: The Impact of Successful Digital Marketing –** Adhi Reza presented at Legal Marketing Association's LMANext Lunch & Learn on the topic *The Impact of Successful Digital Marketing*. She provided expert insights on creating, executing, and measuring the success of a firm's digital marketing strategy.

SELECT NEWS ARTICLES

- **Crafting Successful Legal Marketing Initiatives –** In Passle's CMO Podcast series, Adhi Reza discusses the development of ReferToHer™ and commerciallist.com, two of Lenczner Slaght's unique, groundbreaking, and award-winning programs that have advanced the legal profession for the better.

PROFESSIONAL ACTIVITIES

- Legal Marketing Association (Canada Region)
  Board Member - Director of Communications (2024-present); Marketing & Communications Committee (2020-2023); Local Steering Committee - Marketing & Communications Chair (2021-present); LMANext Program Committee (2019-2022)
- International Association of Business Communicators
  Member