



Joanna L. Penn

MANAGING DIRECTOR - INTEGRATED CLIENT SERVICES

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OVERVIEW

As Managing Director of Integrated Client Services, Joanna leads key initiatives that drive the firm's strategic growth.

She plays a central role in implementing the executive board's strategic plan, overseeing programs that require firmwide coordination and significant resources. Joanna also heads HB Consulting, the firm's non-legal subsidiary that provides data-driven strategic, financial, and operations advisory services. Her responsibilities extend across the Program Management Office, which supports enterprise-wide projects and HB Consulting, as well as the firm's general assignment associates, paralegals, and practice professionals.

Joanna draws on an extensive background in business development. After beginning her career in marketing and communications, she chose to attend law school with a plan of becoming a prosecuting attorney. However, she soon discovered that her true interests lay in the business of law and the management and growth of law firms. Joanna has devoted more than a decade to business development work for both law firms and firm service providers. Prior to joining Husch Blackwell, she served as U.S. Director of Business Development for a multinational firm, managing a large team and helping develop and implement global strategies and initiatives.

Joanna first joined the firm in 2022 as Managing Director for general assignment associates and loved her front-row seat to the development of these early-career attorneys. In her current role, she's excited to see development on a firmwide scale, and she's deeply passionate about the new strategic plan to bring Husch

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Blackwell into a bigger, better place in the legal world in the coming years. Joanna is particularly enthusiastic about the artificial intelligence space, where Husch Blackwell is the current frontrunner among law firms, and she can't wait to see what the firm can build with and for our clients.

With a career-long focus on growth, Joanna finds nothing more fulfilling than advocating for and cheering on the firm and its professionals. She is devoted to ensuring that Husch Blackwell reaches its highest potential and offers unrivalled services to clients.

Recognition

- Shortlisted for Legal Services Innovation, American Lawyer Industry Awards

Education

- Executive Education Program, Vanderbilt University
 - Strategic Communication for Leaders
- Marketing Analytics and International Marketing Management, Georgetown University School of Continuing Studies
- J.D., Indiana University Maurer School of Law
- B.A., Indiana University