



Erin Banks

CHIEF BUSINESS DEVELOPMENT OFFICER

DALLAS, TX

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OVERVIEW

Erin brings more than two decades of experience in legal marketing and business development to her role as Husch Blackwell's first chief business development officer.

Before assuming her current position, Erin helped guide multiple Am Law 50 law firms through periods of transformational growth.

Working in collaboration with senior leaders, Erin has designed and implemented firmwide growth strategies that have driven increases in revenue generation, lateral partner retention, and brand visibility. Adept at identifying strategic business opportunities, she relies on data to inform decisions that serve the firm, its lawyers, and ultimately its clients. A forward-thinking professional, she has partnered with innovation teams to develop technology that enhances the business development function, helping attorneys win new clients through highly targeted and efficient processes. Her work for multiple national and international firms has given her an understanding of differences across regional markets and industries.

At Husch Blackwell, Erin oversees a broad portfolio of responsibilities that includes business development, marketing and communications, marketing technology, events creative services, and key client accounts. In doing so, she exhibits a deep commitment to team development, emphasizing upskilling and cross-functional training, enabling her teams to evolve along with the firm. Together with the support she brings to her team and the attorneys they serve, Erin is known for being a creative problem

solver and calm under pressure, which allows her to successfully lead high-performing teams in high-pressure environments.

Education

- Certificate in Strategic Marketing Essentials, Wharton School of the University of Pennsylvania
- B.A., Duke University

Community Leadership

A proud Duke University alumna, Erin currently serves as co-chair of the Dallas Regional Alumni Board and vice chair of the university's Center for Christianity and Scholarship. She previously served on the Duke Alumni Association's national board.