



## Joanna L. Penn

MANAGING DIRECTOR

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### OVERVIEW

As a Managing Director, Joanna works closely with the firm's General Assignment Associates, helping them grow in their careers.

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 the past decade to business development work for both law firms and firm service providers, including time as a client relationship executive for Bloomberg BNA. Prior to joining Husch Blackwell, she served as U.S. Director of Business Development for Eversheds Sutherland, managing a large team and helping develop and implement global strategies and initiatives.

At Husch Blackwell, she manages the firm's General Assignment Associates and works closely with Strategic Business Unit and Practice Specialty Center leaders, helping associates early in their careers determine where their skills lie, where to focus their early practices and where they can be best placed in the firm as they advance. Joanna also works with the firm's Get Started initiative as well as the NextGen Committee, both of which aim to increase young lawyer involvement. In addition to her focus on associate growth, Joanna works in collaboration with the paralegal managers on the oversight, management and strategy for the firm's paralegal team.

## HUSCH BLACKWELL

Joanna is truly excited by the sweeping changes in the legal industry in recent years, and she's passionate about the way firms like Husch Blackwell aim to provide legal advice that considers clients' business strategies. She uses a strategy-driven approach when working with individual attorneys as well: Joanna especially enjoys the opportunities for one-on-one coaching her role presents as she aims to help associates understand how best to apply their skills.

With a focus on individual growth, Joanna prioritizes communication and collaboration. She endeavors to understand team members as whole people beyond their current job, so that she can best help them develop and reach their full potential. Joanna finds nothing more fulfilling than advocating for and cheering on team members as they grow in their careers, and she is devoted to ensuring that the firm's associates reach their highest potential and use their full skill sets to the benefit of 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