



Amber Weatherford

Practice Group Director

amber.weatherford@icemiller.com

317 236 2434

Amber Weatherford serves as practice group director for Ice Miller's Workplace Solutions and Public Finance Practice Groups. In this role, Amber works closely with the practice group leaders and Firm management in the development of strategic business plans and is responsible for overseeing various aspects of administration, management and day-to-day business operations for those respective practice groups.

Amber has 15+ years of legal marketing experience and held a variety of progressing leadership positions in the marketing and business development department at Ice Miller. She assisted various Firm practice and industry groups with the development and implementation of strategic marketing and business development efforts. She also oversaw a variety of marketing and business development efforts for the Firm including: RFP responses and other proposals for new business; CRM strategy; events, sponsorships and suite usage for client entertainment purposes; research and competitive intelligence; as well as promotional items/client gifts.

Amber graduated from Franklin College with a Bachelor of Arts in Journalism with a focus in public relations and advertising.

Education

- Franklin College (B.A., 2005)
 - Journalism

Professional Affiliations

- LawVision Practice Group Professionals Roundtable
- Legal Marketing Association (LMA)
 - Secretary of the LMA Indianapolis Local Steering Committee, 2021
 - Co-Chair of the LMA Indianapolis Local Steering Committee, 2020
 - Vice Chair of the LMA Indianapolis Local Steering Committee, 2019
- Yellow Belt Certification in Legal Lean Sigma® and Project Management

Published In

- "LMA Program Recap: Legal Marketing & Your Future: Lessons Learned from 2020 and Actively Planning for Success in 2021," *Legal Marketing Association Newsletter*, November 19, 2020