



TAMMY MANGAN

VICE PRESIDENT, MARKETING

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OVERVIEW

Tammy Mangan leads the marketing and communications team at Guidepost Solutions. She brings executive level experience driving strategy and directing business development, marketing and communications initiatives, as well as building high performance, data-driven teams. She spearheaded the Guidepost 3.0 initiative, developing a modern, sophisticated brand that stands out in the global marketplace. The initiative included refreshing the corporate brand and the launch of a new website.

Prior to joining Guidepost, Ms. Mangan served as the chief marketing officer at firm in New York City where she is credited with initiating practice group strategic planning, the roll out of a cloud-based sales pipeline software platform and launching the firm's Cannabis Law Group. Previously, she played a leadership role in branding one of the largest intellectual property firms in the United States. There she also built the marketing, communications and business development programs and infrastructure and launched both the Cleantech and Nanotech Groups.

Known as an innovator, Ms. Mangan drove the creative process for an animated short aimed at recruits in a highly competitive hiring environment, developed an award-winning business development training program for attorneys, and led her teams to win numerous awards from the Legal Marketing Association, including top honors in the practice development and website categories. She is an accomplished author and speaker, and served as co-executive editor of *Strategies, the Journal of Legal Marketing*.

Ms. Mangan enjoys giving back to the community. She currently serves on the marketing committee for the Legal Aid Society of Washington, DC. She is also a regular volunteer at an area food bank and has provided pro bono marcom services to several non-profit organizations through Catchafire.

Ms. Mangan earned her bachelor's degree in international studies *magna cum laude* from Trinity College.

EDUCATION

- Graduate Certificate, Public Relations, The George Washington University
- Bachelor of Arts, International Studies with a concentration in Middle East Studies, Trinity College, *magna cum laude*