

Michael Blachly

Chief Marketing Officer

Michael brings more than 20 years of experience in corporate marketing, business development and corporate communications primarily centered on driving business in the professional services sector.

Michael provides Gray Reed strategic direction on the firm's business development and marketing initiatives and leads a team responsible for business development, marketing/branding, marketing technology, creative production, research, public relations and events. He is collaborative, a consensus-builder, highly organized and a results-oriented problem solver.

Prior to joining Gray Reed, Michael directed the marketing and communications for the Southern Methodist University Dedman School of Law, Cornerstone Credit Union League and his own political consulting firm, Hamby & Blachly.

Michael graduated from Texas A&M University with a Bachelor of Science in journalism and from the SMU Cox School of Business's Graduate Marketing Program.

He is a founding member of the Legal Marketing Association's Texas Chapter, served as President of LMA's Southwest Region and has held numerous leadership positions within LMA. He was recognized by LMA as the first recipient of the LMA Southwest Region President's Award.

Michael regularly speaks on marketing and business development and has presented to numerous organizations including the Legal Marketing Association, Southern Methodist University, Baylor University and the International Association of Business Communicators.

Michael is also a passionate photographer and has pursued the hobby for most of his life. To view Michael's photography portfolio, go to www.michaelblachly.com.



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Education

Graduate Marketing Certificate, Southern Methodist University Cox School of Business (2008)
B.S., Journalism, Texas A&M University (1999)

Press Releases

- “Horizon Interactive Marketing Awards Recognizes Gray Reed” (May 14, 2019)
- “Gray Reed Announces Promotions” (January 3, 2019)
- “Legal Marketing Association Southwest Region Honors Michael Blachly” (October 3, 2018)
- “Daryl Bailey Elected Chair of the Governing Board of Directors of Lexwork Americas” (January 31, 2017)
- “Legal Marketing Association Recognizes Gray Reed for its Microsite System” (April 20, 2016)
- “Gray Reed’s Latest Advertising Campaign Wins Major Awards” (May 27, 2015)

Thought Leadership

- “Become a Master of Metrics with These Best Practices”, *Berbay Marketing & PR Blog/Podcast* (January 31, 2019)

Speeches and Presentations

- “Building Business Through Cross-Selling”, Gray Reed Transactional Retreat (June 14, 2019)
- “Tackling the Marketing Department Budget Like a Pro”, Legal Marketing Association Webinar (June 11, 2019)
- “Promoting the Marketing Department to the Lawyers”, *The Market Leaders Podcast* (May 24, 2019)
- “Who Do You Think You Are? Building Your Personal Brand to Drive New Business”, Lexwork International Global Conference (October 5, 2018)

- “You Don’t Know What You Don’t Know: Legal Marketing Secrets”, ON24 / Legal Marketing Association Webinar (May 17, 2018)
- “Finding Growth in a Flat Market”, Legal Marketing Association Annual Conference (April 10, 2018)
- “Who Do You Think You Are? Building Your Personal Brand to Drive New Business”, Gray Reed & McGraw Internal Presentation (March 8, 2018)
- “Skating to Where the Puck Will Be: Finding Growth in a Flat Market”, Legal Sales and Service Organization’s RainDance Conference (May 9, 2017)
- “It’s a New Ball Game: Succeeding in the Evolving Legal Market”, Gray Reed & McGraw Internal Presentation (April 12, 2017)
- “Putting Presentations in Their Place: Engaging the Audience and Delivering the “WOW””, Legal Marketing Association - Dallas Chapter (March 19, 2015)
- “Navigating a Complicated Pitch/RFP through the Firm”, Legal Marketing Association - Texas Regional Chapter, Dallas, Texas (November 6-7, 2014)
- “Building Your Practice: Client Development For Young Lawyers”, SMU Dedman School of Law’s *Planning To Conquer The Real World Of Private Practice Conference* (April 5, 2014)
- “The Future of the Legal Industry & How We Can Position Ourselves for Success (panel member)”, Legal Marketing Association - Dallas Chapter, Dallas, Texas (November 21, 2013)
- “Client Development for Young Lawyers”, Baylor Law School, Waco, Texas (March 20, 2013)
- “Setting Your Path: Creating a Business Plan” (April 9, 2012)

- “Making Every Day a PRODUCTIVE Day” (October 11, 2011)
- “Turning Hour Tasks Into Minutes Using Google Reader & Google Alert” (August 25, 2011)
- “Finding the Zen in Your Presentation” (February 22, 2011)
- “The Art of Creating the Exceptional Client Experience”, International Association of Business Communicators - Fort Worth Chapter, Fort Worth, Texas (July 13, 2010)
- “Social Networking 101 for Attorneys” (May 12, 2010)
- “Attorney Client Development for Associates”, SMU Dedman School of Law, Dallas, Texas (2009, 2011, 2012)

Honors

- Recognized by the Legal Marketing Association as the first recipient of the LMA Southwest Region President’s Award in 2018.
- Gray Reed won a Gold Horizon Interactive Marketing Award for its 2018 holiday e-card.
- Gray Reed won honorable mention in the Legal Marketing Association’s 2016 Your Honor Awards in the Website category for its internet microsite system that allows for the creation of mini-websites relating to niche areas of law or legal issues.
- The Legal Marketing Association, International Association of Business Communicators and the American Advertising Awards recognized Gray Reed in 2015 for its advertising campaign “Lawyer Jokes”. The campaign uses “old school” lawyer jokes but with the twist that they really are not jokes at all.

Related Employment

- Director of Communications - Dedman School of Law, Southern

Methodist University (2003 - 2008)

- Communications & Marketing Consultant, Hamby & Blachly LLC (2002 - 2003)
- Communications Director, Texas Credit Union League (1999 - 2002)

Organizational Involvement

Professional Activities, Memberships & Affiliations

- Legal Marketing Association (2008 - Present)
 - Past President - Southwest Region (2018)
 - President - Southwest Region (2017)
 - President-Elect - Texas Chapter (2016)
 - Secretary - Texas Chapter (2012 - 2013)
 - Chair - Dallas Local Group Chapter (2010)
- Lexwork International (2010 - Present)
 - Marketing Chair (2017 - 2018)
 - Governing Board (2010 - Present)
 - Marketing Committee (2010 - Present)
- American Marketing Association (2014 - 2017)
 - Dallas Chapter Mentor Program (2014 - 2016)

Community Involvement, Memberships & Affiliations

- Saint Michael and All Angels Episcopal Church
 - Diocesan Delegate to the Episcopal Diocese of Dallas (2020-

Present)

- Master of Ceremonies (2008 - Present)
- Verger (2010 - Present)
- Family Compass (a child abuse prevention center)
 - Advisory Board (2013 - 2019)
- Dallas Heritage Village at Old City Park
 - Young Professionals Steering Committee (2014 - 2016)
- Dallas Arboretum and Botanical Gardens
 - Marketing & Communications Advisory Board (2011 - 2012)