



Katie Toomey

Chief Marketing Officer

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Profile

Katie oversees Bond's marketing team. She works with the firm's management on strategic initiatives, including on business development, marketing strategy and implementation of marketing initiatives.

Her responsibilities include working with firm leadership to create and implement practice, industry and office plans; assisting and counseling lawyers on business development best practices; developing and implementing branding strategy; managing all aspects of marketing personnel, external service providers, infrastructure and budget; and measuring performance.

Prior to joining Bond, Katie was Vice President of Member Engagement with CenterState CEO, providing leadership and strategic guidance to Central New York's largest business leadership and economic development organization. During her tenure at CenterState CEO, she also served as Executive Director for the Greater Oswego-Fulton Chamber of Commerce, which became a fully integrated affiliate of CenterState CEO in 2017. Katie has more than 17 years of marketing communications and business development experience in a variety of industries including healthcare, manufacturing and consumer goods.

Other Activities

- Oswego Health Foundation, Board Chair
- Oswego Health Systems, Board of Directors
- Health Trustees of New York, Board of Directors

Representative Presentations

- An Interview with Katie Toomey, Legal Marketing, Legally Bond, October 30, 2023

Education

- Iona University (M.S.)
- State University of New York at Plattsburgh (B.A.)