

**Laura J. Broomell, CLM** Chief Operating Officer



I am a lighthouse guiding others towards wisdom, trust, optimism, and fun—  
My Life Purpose Statement.

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, assistant

## OVERVIEW

Laura Broomell has worked as Greene Espel's Chief Operating Officer for more than 20 years.

In her role, she works collaboratively with attorneys to oversee all aspects of the firm's strategic and operational functions including human resources, finance, technology, facilities, professional development, and marketing and business development.

As a lifelong learner, Laura blends over 35 years of experience in law firm leadership with a vision for innovation and inclusiveness. Her passion for change leads her to constantly challenge those around her to look at issues through a new lens, rather than relying on what has been done in the past. In this pursuit, Laura acts as a catalyst for change, helping to create an environment built on trust where every voice is encouraged and valued as an essential part of the whole in providing exceptional service and value to clients.

Laura has been an active member of the Association of Legal Administrators locally and internationally, serving as the international association's president in 2016. She is a frequent writer and speaker to audiences nationwide and abroad on the topic of law firm and practice management.

## AFFILIATIONS

### PROFESSIONAL AFFILIATIONS

- The Successful Firm Project, Leadership Advisory Board (2021-Present)
- Member, Fourth District Ethics Committee (2018-2020)
- Association of Legal Administrators, International
  - Immediate Past President (2017-2018)
  - President (2016-2017)
  - President-Elect (2015-2016)
  - At-Large Director (2013-2015)
  - Standards Review Committee (2019-2020)
  - Certification Committee (2008-2013)
  - Regional Representative (2006-2008)
- Association of Legal Administrators, Minnesota

- Various leadership positions, including President

## RECOGNITION

- 2024 ICON honoree, *Minnesota Lawyer* and *Finance & Commerce*
- Recipient of Spirit of ALA Award, Association of Legal Administrators (2023)
- Selected as one of Minnesota's Most Powerful Business Leaders by *Minnesota 500* (2022)
- 2020 Women in Business Honoree, Minneapolis / St. Paul Business Journal
- Unsung Legal Hero Award, *Minnesota Lawyer* (2010)
- ALA Outstanding Association Volunteer Award, Association of Legal Administrators (2010)
- ALA Region 3 Outstanding Volunteer Award, Association of Legal Administrators (2009)

## NEWS & UPDATES

- **November 8, 2024** Minnesota Lawyer and Finance & Commerce Name Laura Broomell as 2024 ICON Honoree
- **May 18, 2023** Greene Espel COO Laura Broomell Receives Spirit of ALA Award by the Association of Legal Administrators
- **October 7, 2020** Press Mentions: Greene Espel's COO, Laura Broomell Garners Minneapolis / St. Paul Business Journal's 2020 Women in Business Award
- **July 28, 2020** Award: Greene Espel's COO Laura Broomell honored as one of Minneapolis/St. Paul Business Journal's 2020 Women in Business
- **March 15, 2018** Meet the Women Of Greene Espel - Q&A with COO Laura Broomell
- **December 5, 2014** Broomell named President-Elect of ALA Board of Directors
- **July 30, 2010** Minnesota Lawyer honors Broomell as Unsung Legal Hero

## EVENTS & PRESENTATIONS

- **July 1, 2021** *Business Foundations Every Successful Firm Needs* (Panelist), The Successful Firm Playbook
- **November 1, 2019** *Women Leaders in Law* (Panel Moderator), ALAMN Law Firm Leaders Networking Event
- **November 1, 2019** *Law Firm Staffing - Hiring Attorneys? Contract Attorneys? Support Staff? There's More Than One Way to Do It!* (Panelist), 2019 Midwest Conference on the Business of Law
- **October 1, 2017** *Analysis and Discussion of Practices Used in the U.S. Legal Market*, FENALAW 2017, São Paulo, Brazil
- **July 1, 2017** *Using Servant Leadership to Empower and Elevate Your Chapter*, ALA Chapter Leadership Institute
- **December 1, 2016** Panelist: *Reinventing Professionals: Where is the legal industry headed in 2017*, Interview in ABA Journal
- **February 1, 2013** *Planning, Planning, and more Planning for your Office Move*, ALAMN Annual Conference
- **January 1, 2010** *Going, Going, Going ... Green, Quick and Easy Ways to Start Greening your Law Firm*, ALAMN Section

## ARTICLES & PUBLICATIONS

- **November 21, 2023** "The Best Leadership Lessons I Learned from My Mom," *Minnesota Lawyer*
- **December 31, 2017** "Big Ideas," *Legal Management*, bi-monthly column, 2016-2017
- **December 1, 2016** "Making Trust Matter in the Workplace," *Peer to Peer, the Quarterly Magazine of ILTA*
- **June 1, 2008** "Going, Going, Going ... Green," *The Hennepin Lawyer*