

Sladen **drives** Legal **results**



General Manager - Digital and Engagement

Dana Lunn

Dana Lunn is Sladen Legal's General Manager – Digital and Engagement.

As a member of the firm's senior management team, Dana works closely with the firm's CEO and Principals to deliver marketing and business development initiatives and client engagement programs with a strong focus on digital delivery.

With a Bachelor of Computing and background in technology, digital and design thinking, Dana has a unique view on how to achieve an end goal in an innovative, lean and efficient manner. Client engagement is a core focus of her role, delivering human-centered solutions for business improvement.

Dana's key areas of focus include:

- Aligning marketing and business development initiatives with the firm's strategic direction
- Collaborating with the Principals to ensure delivery of legal service excellence
- Brand development and awareness and building engagement strategies
- Digitising legal service delivery

Dana's professional commitments include:

- Advocate of Australian Legal Technology Association (ALTA)

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