



40 E. Chicago. 166  
Chicago, IL 60611  
(708) 369-5408  
www.akina.biz

## **Alycia Sutor, Partner**

Alycia has more than fifteen years experience helping lawyers, executives and managers rethink how they approach marketing, sales and leadership issues. She is particularly passionate about helping individuals leverage their strengths and interests to change how they work, sell and lead.

Prior to joining Akina, Alycia was the Director of Marketing at the law firm of Goldberg Kohn, where she helped the firm build and strengthen a wide range of marketing initiatives, including brand development, website, PR, client interviews, and business development training. She also oversaw marketing for the Health Law practice group at McDermott, Will & Emery, an international law firm, which at the time had more than 800 attorneys worldwide.

Prior to law, Alycia worked at the Museum of Science and Industry in Chicago on strategic planning initiatives focused on expanding the museum's revenue streams. In that role, Alycia managed the creation and launch of several nationally distributed educational products and books.

Alycia is an active member of the Legal Marketing Association (LMA), where she is Treasurer-Elect for the International Board for 2009. She also served on the Chicago Chapter Board for five years and was the 2005 Chapter President. Alycia is a frequent speaker on sales and marketing related topics and has been a part of the teaching faculty at the Chicago-Kent College of Law's innovative and unique law student marketing education program.

Alycia received her MBA from Northwestern University's J.L. Kellogg Graduate School of Management and her BA, summa cum laude, from Augustana College in Rock Island, Illinois.

Alycia lives in Oak Park, Illinois with her husband and two young children. She can be reached at [asutor@akina.biz](mailto:asutor@akina.biz).