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LOUISE HENKEL

Director of Business Development and Marketing

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Louise Henkel joined Hill Ward Henderson in 2018. She and her team work closely with the firm's Chief Administrative Officer to provide strategic direction and leadership to the firm's business development and marketing efforts.

Louise has worked in the legal industry for nearly 20 years. Prior to joining Hill Ward Henderson, she was Director of Business Development for an Am Law 100 firm where she oversaw the firm's business development initiatives including target market analysis, competitive intelligence and research, industry teams, client feedback assessments, and training and coaching. She also served as Director of Marketing and Business Development for a Florida-based law firm with five offices across the state. In this role, she developed and managed the marketing budget, firm brand, public relations, web and social media strategies, internal and external communications, and RFP processes.

Louise earned a Master of Business Administration from the University of Tampa and a Bachelor of Arts in Journalism from the University of Central Florida.

Outside the office, she enjoys cheering on her daughter at ninja obstacle course competitions, tackling home improvement projects, reading crime thriller books, listening to true crime podcasts, and spending time with family.

**LOUISE
HENKEL**

NEWS & INSIGHTS

Passle CMO Series Podcast, EP. 165, Louise Henkel of Hill Ward Henderson on Building a BD-Minded Firm for the Future, February 4, 2025.