bodman

Anthony J. Allegrina

Director of Business Development and Marketing

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Tony Allegrina manages Bodman's five-member marketing team and advises and assists practice groups, industry teams, and attorneys with the development and implementation of business development plans.

He is responsible for all aspects of marketing and business development, including Firmwide branding and strategy, budgeting, internal and external communications and public relations, marketing publications, Web-based marketing initiatives, social media strategy, marketing event planning, graphic design, training, competitive intelligence, and market research. He also manages the activities of marketing vendors and consultants and supports various internal initiatives in conjunction with Firm management committees.

Before becoming Marketing Director in 1998, Tony served for eight years as Bodman's first Computer Systems Manager. In that role he managed a five-member IT staff and administered a mixed Netware/Windows NT wide area network, conducted end user training, and managed the activities of IT vendors and consultants. Before managing the IT Department, Tony spent ten years as HR Manager, Paralegal Manager, and as a Paralegal with Bodman.

Tony is a 25+-year member of the Legal Marketing Association. He was a founding steering committee member for the LMA-Midwest Detroit City Group (now known as LMA Midwest – Michigan). He chaired the Detroit City Group's Communications Committee (2009-2015) and served on the LMA Midwest Board Nominating Committee

education

University of Michigan-Dearborn, B.A., with honors

Wayne State University, M.A.

(2013-2015). He is particularly proud of having led three projects – two annual reports and one web site development - that won prestigious LMA-Midwest "Your Honor" awards.

He is an active volunteer with the University of Michigan-Dearborn. Among other activities, he helped establish the College of Arts, Sciences and Letters Alumni Affiliate and served for fifteen years as a board member, vice chair, and co-chair. He also served three terms on the UM-D Alumni Society board and has served on numerous campus committees and as a volunteer and speaker at various mentorship and recruitment events. He won the Jeanette Schumacher Alumni Service Award in 2009 and was named the College of Arts, Sciences and Letters' Distinguished Alumnus of the Year in 1995.