

KENNETH GARY

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Ken is a disruptive thinker and results-driven executive who gets clients noticed in our changing media environment. At Baretz+Brunelle, Ken advises law firms and industry vendors on how best to position themselves and penetrate their markets. He brings an intimate understanding of digital strategy, the changing media landscape and the needs of professional service providers to his work for B+B clients.

With deep relationships throughout the legal marketplace, Ken directed the business and sales growth of ALM's leading legal publications, including The National Law Journal, Legal Times, Corporate Counsel Magazine and InsideCounsel. During his time serving in a leadership role overseeing ALM's national legal brands, Ken was instrumental in launching ALM's native advertising program, The National Law Journal's Trailblazer award series, as well as a wide range of content marketing tools, developing an unparalleled reputation for revenue generation in the legal market. He has also played a senior leadership role in ALM's highly successful national conference series, including Legaltech and The National Law Journal's Regulatory Summit, as well as hundreds of custom events across the United States.

Previous to ALM and B+B, Ken served in a senior position at OmniVere, which he helped to transform from a regional startup into an award-winning, nationally recognized legal tech and consulting firm. He is a graduate of University of Colorado and received his J.D. from American University, Washington College of Law.



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