



Lara Day

Chief Culture & Communications Officer

lday@bhfs.com

303.223.1323

Denver, Colorado

Lara Day is responsible for researching, cultivating and preserving Brownstein's organizational culture. This includes strategy and management of a variety of internal initiatives designed to foster the growth and sustainability of the firm. She also oversees the firm's internal and external communications strategy and public relations efforts, including brand marketing, website content and presentation and communication training for the firm's attorneys.

As co-chair of the firm's crisis management group, Lara draws on her 20 years of experience in leading communications strategy and reputation management to help clients both prepare for and manage crisis situations. She has worked with some of the most high-profile, complex and scrutinized companies to mitigate reputation risk during their most acute challenges. With experience across diverse industries, Lara has managed an array of crisis situations, including activist campaigns, restructurings, employment matters and product recalls.

Previously, she was the public relations supervisor and lead trainer at Pure Brand Communications, working with clients such as Encana Oil & Gas (USA) Inc, Noble Energy, BP America, Colorado Oil and Gas Association, Animal Health International, Procter & Gamble, the Los Angeles Philharmonic, Excelsior Youth Center and the Children's Hospital Colorado Foundation.

Practices

Crisis Management

Representative Matters

- Media training for defendant in high profile trial where felony charges were expected to garner national attention.
- Provided real estate investment company strategy on messaging approach and timing for executive leadership transition.

Community

Board of Directors, Clothes to Kids of Denver

Past Board Member, Florence Crittenton Services of Colorado, 2006-2010

Publications & Presentations

- Cultivating Your Culture Drives Competitive Advantage, Co-author, *ColoradoBiz*, August 26, 2019
- The Culture Strategy: A Powerful Tool That Drives Your Bottom Line, Co-author, *The American Lawyer*, April 8, 2019

Education

- B.S., 1999, University of Colorado at Boulder

Membership

Public Relations Society of America (PRSA)

