



Dan Owen
Chief Strategic Planning and Marketing Officer

Robins Kaplan LLP
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EXPERIENCE

Dan Owen is the Chief Strategic Planning & Marketing officer at Robins Kaplan LLP. Dan's primary role includes figuring out what the law firm's clients are going to want in the next two to five years, and how to give it to them. He's a business leader passionate about strategic planning and client service. Dan is responsible for all aspects of marketing, client development and elevating the national Robins Kaplan brand.

In 2018, Dan was recognized by Minnesota Lawyer as an Unsung Legal Hero. In 2015, Dan was distinguished as a Carlson Scholar by the University of Minnesota's Carlson School of Management, and early in his career, Law Technology News awarded him with the Most Innovative Use of Technology by a Firm.

For more than a decade, his previous roles at Robins Kaplan helped bring justice and restoration to people's lives through journalistic storytelling. He has worked in over 100 courtrooms across the country and is passionate about serving and improving our legal institutions. Dan has keen insight in many areas of operations, including: vision and strategy, business planning, presentation-technology integration, multimedia production and marketing. Dan has a record of building high-performance teams and effective cross-functional leadership.

He has a master's degree in business administration and a bachelor's degree in journalism, both from the University of Minnesota. Dan also studied business data analytics at the University of Pennsylvania's Wharton School.

DAN OWEN, *continued*

**SPEAKING
ENGAGEMENTS/
LECTURES**

“Innovation & Entrepreneurship - Anthropology & Failure,”
Robins Kaplan Leadership Training,
Minneapolis, Minnesota (2015)

“Storytelling & Technology in the Courtroom,”
Trial Advocacy Seminar, Minneapolis,
Minnesota (2015)

“Story,” *Robins Kaplan Leadership Training*,
Minneapolis, Minnesota (2013)

“Leading Through Difficult Situations”
Robins Kaplan Leadership Training,
Minneapolis, Minnesota (2012)

RECOGNITION**

Named a “Notable Executive in Marketing,”
Twin Cities Business (2021)

Named an “Unsung Legal Hero,” *Minnesota
Lawyer* (2018)

Named a “Carlson Scholar,” *University of
Minnesota’s Carlson School of Management*
(2015)

“Most Innovative Use of Technology by a
Firm,” *Law Technology News* (2007)

**Being named to the list or receiving the award is not
intended and should not be viewed as comparative to other
lawyers or to create an expectation about results that might
be achieved in a future matter.

EDUCATION

University of Pennsylvania - Wharton School
Executive Education; Business Data Analytics

University of Minnesota - Carlton School of
Management; Masters of Business
Administration

University of Minnesota, B.A.