

**EDUCATION**

- B.A., Southern Methodist University

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Laura Higgins manages Haynes and Boone, LLP's global alumni program, an initiative dedicated to serving the more than 1,500 alumni of the firm. She is charged with building an engaging and meaningful alumni community, tracking efforts and reporting results to firm management. Laura has more than 10 years of experience providing innovative marketing and recruiting solutions to law firms, including targeted alumni outreach. In addition to her law firm experience, Laura applies her passion for connecting people and servant leadership as she directs the firm's alumni efforts.

Laura belongs to the Legal Marketing Association (LMA) and she is an active member of The National Association for Law Placement (NALP) Legal Employer Alumni Relations section. Laura volunteers her time with Dallas CASA as an advocate for the best interests of children in child welfare cases.

Laura's first career was in politics as a campaign staffer working for candidates running for office at the state and national levels including a presidential primary race. She has a Bachelor of Arts focused in Economics and Political Science from Southern Methodist University.