

Lindsey Bombardier

Executive Director, Brand and Market Strategy

T
F 416.367.6749
Toronto
LBombardier@blg.com
LinkedIn

As Executive Director, Brand and Market Strategy, Lindsey is responsible for the firm's marketing strategy, external communications, and brand profile. She leads a talented group of professionals who help execute marketing initiatives that strengthen client relationships and service delivery.

Lindsey works closely with firm leadership, partners and other key stakeholders to shape and execute go-to-market strategies. She is forward-looking, business oriented, and determined to meet the evolving needs of the firm’s clients.

Early in her career, Lindsey spent close to a decade at BLG, working closely with lawyers across the firm and advancing through senior positions.

She returns to the firm after leading the marketing and business development teams at a prominent litigation boutique and working in a sales role at one of the Big Four professional services firm. Lindsey has experience ideating and executing differentiated brand strategies that build excitement, instill confidence, and ultimately drive new business opportunities.

Insights & Events

- Author, "How Curiosity Shapes Legal Marketing Careers," Slaw, March 2026

- Author, "Strategic Voices: Canadian Legal Marketing Leaders Chart the Path Ahead," Slaw, January 2026
- Author, "Legal Marketing Is a Team Sport," Slaw, November 2025
- Interviewed, "Crafting Successful Legal Marketing Initiatives," Passle CMO Series Podcast, August 2023
- Quoted, "How Healthy is your Marketing Department?," PM Magazine, August 2022
- Author, "Legal Marketers: The Champions of Client Service," Slaw, July 2022
- Author, "The Thing About Value Is…," Slaw, March 2022
- Author, "Big New Ideas: The Best Gig for a Legal Marketer," Slaw, January 2022
- Quoted, "Getting up to Speed with Digital Marketing," CBA National Magazine, January 2021

Beyond Our Walls

Community Involvement

- Columnist, Slaw, Canada's Online Legal Magazine
- Member, Advisory Committee, Legal Marketing Association 2027 Annual Conference
- Mentor, Top 200 Program, Toronto Metropolitan University, 2019-2022
- Director, Legal Marketing Association, Canada Region, 2016-2022

Awards & Recognition

- 2017 Rising Star Award, Legal Marketing Association (International)
- 2016 Rising Star Award, Legal Marketing Association (Toronto)

Education

- Business Administration, Marketing, Sheridan College, 2006

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As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

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