

# BARRAN LIEBMAN<sup>LLP</sup>

A T T O R N E Y S

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## TRACI R. RAY

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Traci Ray is the Executive Director at Barran Liebman LLP, where she blends her solution-oriented mentality to guide the firm’s management, marketing, attorney development and administration. She oversees the firm’s speaking engagements and coordinates all firm events and seminars, including Portland’s largest, award-winning Annual Employment, Labor, Benefits & Higher Education Law Seminar. Additionally, Traci manages the firm’s community involvement, public relations, charitable giving, brand awareness, and advertising. She also supports the business goals of Barran Liebman LLP’s highly-regarded practices areas with strategic planning and effective communication. During Traci’s tenure with Barran Liebman LLP, the firm has been continuously ranked #1 in Labor & Employment Law Firms in Oregon by Chambers & Partners USA, and was also honored with a 2016 Chambers Diversity Award for being named as one of the top six law firms in America in the “Most Pioneering Firm for Female Lawyers” category. Additionally, the firm has earned recognition from the Portland Business Journal as a Top Ten Philanthropic Company in Oregon since 2013, was honored with a 2016 Innovation Award, and was named one of Oregon’s Most Admired Companies in 2017. The firm is proud to hold the Top Law Firm ranking in Oregon Business Magazine’s “100 Green Company in Oregon” list, and honored to be recognized as one of the 100 Best Companies to Work for in Oregon since 2010, with the #1 Ranking in 2013, 2015 and 2018.

Admitted to practice in Oregon, Traci is the Co-Chair for Dress for Success Oregon, serves as the President for the Oregon Women Lawyers Foundation Board, instructs at Portland Community College, and is a member of the Legal Marketing Association and the Association of Legal Administrators. She is also a member of the ABA’s Law Practice Division, where she serves as Vice Chair of the Division, and prepares to be the Chair in 2020-21. She has served as the Past-President of the Multnomah Bar Association’s Young Lawyers Section and currently acts as the MBA Delegate to the American Bar Association House of Delegates. Additionally, Traci was honored to be one of the four national American Bar Association’s LP Division Fellows for 2014-2015, is a Past-Chair of the ABA Women Rainmakers Committee, and has served as an issue editor for *Law Practice TODAY*. Traci received an American Bar Association Presidential appointment to the Commission on IOLTA for 2016-18, and is the Past-President of the Oregon Law Foundation. She also writes and speaks about legal marketing and career development, and has been published in *Law Practice TODAY* and *Strategies, The Journal of Legal Marketing*. Most recently, Traci was named to the Portland Business Journal’s “Forty Under 40” list as a leading executive. Traci is a proud member of Barran Liebman LLP’s Hood to Coast team, and also enjoys volunteering her time with Albertina Kerr and Bradley Angle. Traci earned her B.S. from Arizona State University and her J.D. from the University of Oregon School of Law, where she received the 2015 Oregon Law Outstanding Young Alumnus Award for her work within the legal profession and community.

**Barran Liebman LLP - Executive Director**

Manage firm strategy, staff, daily operations, firm budget, accounts receivable and client communication  
 Oversee recruitment, development and retention of top legal talent including attorneys and staff  
 Direct the firm's charitable giving, branding, advertising, public relations and press  
 Work closely with accounting regarding accounts receivable and firm budgeting  
 Supervise the coordination and regulation of office IT/administration and website  
 Prepare attorneys and firm materials for speaking engagements, client trainings, and responses to RFPs  
 Plan and implement community events/seminars, including Portland's largest Annual Employment Seminar

**Portland Community College - Instructor for ABA Accredited Paralegal Program**

Oversee Paralegal Cooperative Education Program (2009-present)  
 College Advisory Board Member (2009-present)  
 Instructor of Contracts/Consumer Law/Intro to Law Fundamentals (2009-2013)

**Honors**

*Portland Business Journal*: "Forty under 40" Leading Executives (2017)  
 Pi Beta Phi: Young Alumna Achievement Award, Region 5 (2016)  
 University of Oregon School of Law: Outstanding Young Alumnus Award (2015)  
 American Bar Association Young Lawyers Division: Star of the Quarter Award (2014)  
*The Oregonian's* Top Workplace: #1 Ranking & Doers Award (2014)  
 American Bar Association: Law Practice Fellow (2014-2015)  
 Campaign for Equal Justice: Staff Award for Exceptional Fundraising Contributions (2014)  
 Oregon New Lawyers Division of the Oregon State Bar: Project of the Year Award (2013)  
*Oregon Super Lawyers* Magazine: Rising Star (2013-present)  
*Oregon Business Magazine* 100 Best Companies to Work for in Oregon: #1 Ranking (2013, 2015 & 2018); #1 Overall Point Getter (2015 & 2018); Listed in the Top Ten (2010-present)  
*Portland Business Journal*: Innovation Award (2016); Top Ten Philanthropic Companies in Oregon (2013-present)  
*Oregon Business Magazine*: Top 100 Green Companies in Oregon: 2013-present; #1 Ranked Law Firm (2016)  
*Daily Journal of Commerce*: Unsung Hero Finalist (2012)  
 Legal Marketing Association Northwest Your Honor Awards: Promotional & Collateral Materials Winner for Barran Liebman LLP's Holiday Card (2016); Promotional Events Winner for Barran Liebman LLP's Annual Employment, Labor & Benefits Law Seminar (1st Place Four Years Running – 2010, 2011, 2012 & 2013)  
 Pacific Printing & Imaging Association: PrintROCKS Competition – People's Choice Award (2017); 1st Place in "Promotional Category" for Firm Holiday Card (2010); 1st Place in "Cards Category" for Firm Holiday Card (2011, 2014, 2015, 2016); 2nd Place in "Cards Category" for Firm Holiday Card (2017); 3rd Place in "Cards Category" for Firm Holiday Card (2012)  
 Business for Culture & the Arts: Art of Leadership Program, Graduate (2009-2010)

**Professional Experience & Affiliations**

American Bar Association: Law Practice Division Vice Chair (2018-present); Law Practice Division Secretary (2017-2018); Women Rainmakers Committee Chair (2016-2017), Vice Chair (2015-2016), Member (2014-present); Commission on IOLTA, Board Member (2016-present); *Law Practice Today* Webzine Board Member (2014-present), Vice Chair (2015-2016); Law Practice Division Member (2013-present); Multnomah Bar Association Young Lawyers Section

**Professional Experience & Affiliations (continued)**

- Delegate (2011-2013, 2014-2015); ABA YLD Portland Conference Host Committee Chair (2013-2014)
- American Bar Foundation: Life Fellow (2016-present)
- Oregon State Bar Association: Oregon New Lawyer Mentoring Program, Mentor (2013-present); Pro Bono Committee – Events Subcommittee Chair (2013-2014), Chair (2012), Secretary (2011); Lawyers for Veterans Steering Committee, Member (2012-2013); Pro Bono Week Co-Chair (2010-2012); Member (2007-present)
- Multnomah Bar Association: Delegate to the ABA House of Delegates (2018-present); Membership Committee, Vice-Chair (2017-present); Member (2015-present); MBA Mentor (2013-present)
- Multnomah Bar Association Young Lawyers Section: Past-President (2014-2015); President (2013-2014); Board Member (2011-2015); MBA Battle of the Lawyer Bands, Judge (2013); Young Lawyers Section Professional Development & Education Committee, Co-Chair (2010-2011), Publicity Czar (2009-2010); Pro Bono Committee, OSB Pro Bono Fair Delegate (2009), Member (2008-2009)
- Dress for Success Oregon: Board of Directors, Co-Chair (2017-present); Secretary (2016-2017); Little Black Circle, Member (2016-present)
- Oregon Law Foundation: Board President (2017); Revenue Enhancement (2015-present); Nominating Committee Chair (2018-present); Board Member (2014-present)
- Campaign for Equal Justice: OLF Liaison to the Board (2017); Advisory Board Committee, Member (2013-present); MBA YLS Liaison to the Board (2011-2013)
- Portland Community College: Instructor for ABA Accredited Paralegal Program in Intro to Law (2010-present), Contract & Consumer Law (2009-present), Cooperative Education Program (2009-present)
- Oregon Women Lawyers Foundation: Board President (2019-present); Board Vice President (2018-2019); Publicity Chair (2016-2018); Special Appeal Co-Chair (2013-2019); Board Member (2012-present); Communications Co-Chair (2012-2013)
- Oregon Women Lawyers: Working Parents Committee, Events Subcommittee, Member (2015-present); Fashion Show Committee benefitting Dress for Success Oregon, Member (2014-present); Member (2012-present)
- Bradley Angle Purple Purse: Luncheon Committee, Member (2016-present)
- ROI Portland Society for Professional Services Marketers: Board Member, Co-Social Chair (2010-present)
- Legal Marketing Association: Membership Committee & Spotlight, Author (2011-present); Member (2008-present)
- Association of Legal Administrators: Human Resources Section, Co-Chair (2015-present); Oregon Chapter, Member (2013-present)
- Oregon Public Broadcasting: Business Partner Steering Committee, Member (2014-present)
- Albertina Kerr: Events Committee – Christmas Ships Soiree Annual Fundraiser, Member (2014-present)
- Portland Pi Beta Phi Alumni Club: Events, Co-Chair (2010-present); Executive Committee Member: Annual Angel Award Recipient (2011 & 2014); Club Angel Award Recipient (2011); Website Administrator (2011); Golden Arrow, Chair (2009-2010)
- NW EEO/Affirmative Action Association: Member (2014-present)
- University of Oregon Alumni Association: Member (2012-present)
- U.S. District Court of Oregon Historical Society: Member (2010-present)

**Professional Experience & Affiliations (continued)**

St. Andrew Legal Clinic: Night Clinic, Volunteer (2008-present); Race for Justice Committee, Member (2009-2012)  
 Institute for Human Resources Advisory Committee: Board Member (2012-2015)  
 The City Club of Portland: Member (2010-2015)  
 National Legal Aid & Defender Association: Portland Host Committee, Member (2013)  
 Portland State University's Intercultural Mentors Program (2013)  
 Oregon Law Reunion Class of 2007: Steering Committee, Member (2012)  
 Alzheimer's Association Oregon Chapter: Board Member (2009-2012); Community Events Committee, Member (2010-2012)  
 Uniting to Understand Racism: Salsa Night Fundraiser, Coordinator (2010); Annual Fundraising Dinner, Coordinator (2009)  
 Oregon Department of Justice: Family Law Division, Law Clerk (2005-2007)

**Representative Presentations**

Oregon ALA Annual Managing Partner Event: "Increasing Flexibility in Law Firm & In-House Careers," Panel Moderator (4/4/18)  
 American Bar Association Law Practice Division: Programs & Strategies Webinar, Presenter (3/29/18)  
 American Bar Association's TECHSHOW, Presenter (3/8/18)  
 Legal Marketing Association/American Bar Association/Managing Partner Forum: "What Lawyers Need to Know," Panelist (12/5/17)  
 Oregon Women Lawyers Queen's Bench: "Veteran's Legal Issues," Moderator (11/14/17)  
 Oregon State Bar PLF Learning the Ropes: "Success Tips for Lawyers Joining Firms," Moderator (11/2/17)  
 Oregon Women Lawyers: "Best Practices for Contract Attorneys," Co-Presenter (10/19/17)  
 Association of Legal Administrators Oregon Chapter: "The Future of Law," Facilitator (10/18/17)  
 American Bar Association Law Practice Division: Women Rainmakers Webinar, Presenter (9/20/17)  
 American Bar Association Law Practice Division: Women Rainmakers Roundtable, Presenter and Facilitator (9/12/17)  
 Lewis & Clark Law School: Professionalism Discussion Leader at 1L Orientation (8/23/17)  
 American Bar Association: Law Student Division Leadership Panel, Presenter (8/10/17)  
 Oregon ALA General Education Session: "How to Enhance Employee Retention, Work Product and Job Satisfaction," Presenter (5/31/17)  
 MBA YLS Spring Business CLE Series: "Best Management Practices," Presenter (5/18/17)  
 Oregon Business Events: "Navigating Leadership in a Changing World," Panelist (4/25/17)  
 Oregon Women Lawyers: "Performance Evaluations: Best Practices," Featured Panelist (4/6/17)  
 Legal Marketing Association: Annual Conference – Las Vegas, Presenter (2017)  
 American Bar Association's TECHSHOW: "What's Your Priority? Where To Spend When Your Needs Exceed Your Budget," Presenter (3/16/17)  
 American Bar Association's TECHSHOW: "Make a Long Story Short: Creative Ways to Use Email Newsletters, Ebooks and Blogs," Panelist (3/16/17)  
 Lawyers Concerned for Lawyers (LCL) + Law Office Management Assistance Program (LOMAP) Webinars for Busy Lawyers: "Manage a More Engaging Workplace for Your Law Firm Employees," Presenter (2/15/17)  
 ABA YLD/LPD: "Growing Lawyers, Growing Leaders," Panelist (2/2/17)

**Representative Presentations (continued)**

- OSB PLF Learning the Ropes: “Success Tips for Lawyers Joining Firms,” Moderator (11/3/16)
- Oregon Women Lawyers: “Marketing Your Practice,” Featured Presenter (6/1/2016)
- Association of Legal Administrators Oregon Chapter: “The Power & Importance of Internal Marketing: Attaining Success for Your People & Firm,” Presenter (3/16/16)
- PCC Career Day: “Professional Development, Networking & Internships,” Presenter (1/23/16)
- American Bar Association Law Practice Division Women Rainmakers Roundtable, Presenter and Facilitator (10/6/15)
- Oregon Women Lawyers: “Pay Up – Negotiating Your Worth at Work,” Panelist (9/17/15)
- American Bar Association Law Practice Division Women Rainmakers: “Finding Your True Grit,” Presenter and Facilitator (5/12/15)
- AAfPE 2015 Pacific Regional Conference: “Reality Check – What I Want a Paralegal Candidate to Tell Me They Know,” Panelist (4/23/15)
- MBA YLS Entrepreneur Academy: “Law Firm Marketing,” Panelist (4/22/15)
- PCC Career Day: “Professional Development & Networking,” Presenter (1/24/15)
- Lewis & Clark Law School Employment Law Society: Networking, Recruitment & the Job Search, Panelist (11/12/14)
- American Bar Association Young Lawyers Division Fall Conference: “Tips for Effective Networking and Business Development,” Moderator (10/10/14)
- Willamette Law School: “Portland or Bust! How to make it in the Portland Legal Scene,” Presenter (9/30/14)
- ROI Portland: “Developing Rainmakers & Building a Strong Firm Culture,” Presenter (9/30/14)
- American Bar Association Law Practice Division Women Rainmakers: LinkedIn Seminar, Presenter and Facilitator (9/16/14)
- Oregon Women Lawyers Brown Bag Series: “Marketing for Contract Lawyers,” Featured Presenter (9/2/2014)
- MBA YLS President’s Year-End Address (5/30/2014)
- Various Guest Speaking Engagements: Multnomah Bar Association Young Lawyer Section (2012-present)
- PCC Paralegal Courses: Consumer Law/Intro to Law/Cooperative Education Program, Instructor (2009-present)
- Legal Marketing Association Northwest Chapter: Key Conference Takeaways, Panelist (2014)
- Legal Marketing Association: Annual Conference - Orlando, Presenter (2014)
- The LexBlog Network: “Setting Expectations & Managing Resources,” Live Interview (2014)
- Legal Entrepreneurs of Oregon: “Solo & Small Firms,” Guest Speaker (2014)
- American Bar Association 12th Circuit Meeting Law Student Division: “Litigation, Transaction, & Other - What Should I Do With My J.D.?” Attorney Panelist (2014)
- REAP Inc.: Challenge Student Leadership Camp, Guest Speaker (2012)
- University of Oregon School of Law: Phi Alpha Delta’s Annual Networking Event, Panelist (2012)
- Multnomah Bar Association: “What You Didn’t Learn In Law School: The Transition to the Real World of Practice,” Panelist (2011)
- Oregon Attorney Assistance Program: Lawyers in Transition Seminar, Guest Presenter (2010)

**Representative Publications**

- Featured in “The Importance of Trust In Becoming a Good Leader,” *Oregon Business Magazine*, May 29, 2019
- “Why the LPD is the Place to Be,” American Bar Association *Before the Bar*, November 2, 2017

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**Representative Publications (continued)**

- Law Practice Today: The Alternative Careers Issue*, Issue Editor, September 2017
- Law Practice Today: The Talent Management Issue*, Issue Editor, November 2016
- Law Practice Today: The Professional Development Issue*, Associate Editor, September 2016
- Law Practice Today: The Young Lawyers Issue*, Associate Editor, August 2016
- Featured in “6 Ways Firms Can Increase Lawyer Productivity,” *Law360*, July 22, 2016
- Law Practice Today: The Diversity Issue*, Associate Editor, July 2016
- Law Practice Today: The Attorney Well-Being Issue*, Associate Editor, June 2016
- Law Practice Today: The Finance Issue*, Associate Editor, May 2016
- “A State of Mind: Perspectives on Gangs in Oregon,” Oregon State Bar Bulletin, April 2016
- “OWLF Raises Valuable Grant Support at Awards Dinner,” *Advance Sheet*, A Quarterly Publication of Oregon Women Lawyers, Spring 2016
- Featured in “5 Ways to Botch the Beauty Contest,” *Law360*, April 15, 2016
- Law Practice Today: The Marketing Issue*, Associate Editor, April 2016
- Law Practice Today: The Women In Law Issue*, Associate Editor, March 2016
- Law Practice Today: The Technology Issue*, Associate Editor, February 2016
- Law Practice Today: The New Law Issue*, Associate Editor, January 2016
- Law Practice Today: The Leadership Issue*, Associate Editor, December 2015
- “Portland Hosts ABA President for Inaugural Visit,” Multnomah Bar Association's *Multnomah Lawyer*, December 2015
- Law Practice Today: The HR/Staffing Issue*, Associate Editor, October 2015
- Law Practice Today: The Young Lawyer Issue*, Issue Editor, September 2015
- “Recruiting & Onboarding: The Benefits of Successful Hiring,” *Legal Management News*, The Journal of the Association of Legal Administrators Oregon Chapter, Summer 2015
- “An Inside Look at Business Development: Attorney Perspectives on Legal Marketing,” *Strategies*, The Journal of Legal Marketing, May/June 2015
- “How Investing in Firm Morale Improves the Bottom Line,” *Law Practice Today*, June 2015
- “Marketing Success: How Did She Do That? Women Lawyers Show You How to Move Beyond Tips to Implementation,” *Technology & The Law Chapter*, Published by ABA Law Practice Division, Women Rainmakers, Contributing Author, June 2015
- “OWLS Foundation Raises More Than \$36,000 at Roberts-Deiz Dinner,” *Advance Sheet*, A Quarterly Publication of Oregon Women Lawyers, Spring 2015
- Featured in “Member Spotlight: Traci Ray,” ABA Law Practice Division, January 7, 2015
- Law Practice Today: The November Issue*, Issue Editor, November 2014
- Quoted in “Mega Hit,” *Oregon Business Magazine*, October 2014
- Featured in “Barran Liebman Takes Own Counsel,” *The Oregonian*, September 10, 2014
- Featured in “The Multnomah Bar Association: Training Young Lawyers to Do it Themselves,” *The Affiliate*, A Publication of the American Bar Association, September/October 2014
- Featured in “Member Spotlight,” *Legal Management News*, Summer 2014
- “OWLS Foundation Starts New Year with Appreciation Event,” Oregon Women Lawyers' *AdvanceSheet*, Summer 2014
- Quoted in “Law Firm Models: Improving Diversity and Performance,” *Law Practice Today*, July 2014
- “The Oregon Law Foundation Top 5 Countdown,” *Multnomah Lawyer*, June 2014
- “Prosper Tomorrow: An Interview with Walt Karnstein,” *Multnomah Lawyer*, June 2014
- “Super Attorney: How to Be a Marketing Hero,” *Law Practice TODAY*, The Monthly Webzine of the ABA Law Practice Division, May 2014

**Representative Publications (continued)**

- “OWLS Foundation Auction a Huge Success,” Oregon Women Lawyers’ *AdvanceSheet*, Volume 25 No. 2, Spring 2014
- “Getting to Know the Oregon Innocence Project,” *Multnomah Lawyer*, March 2014
- “Bullyproof: Our Newest YLS Project,” *Multnomah Lawyer*, January 2014
- Featured in the *Portland Business Journal*, November 11, 2013
- Quoted in “YLS Lends Heroes a Hand,” *Multnomah Lawyer*, November 2013
- Featured in The Lawyer’s CEJ Movie, *Oregon Lawyers Fighting for Justice Together*, 2013
- Featured in “At long last, wills for first responders,” *The Oregonian*, October 5, 2013
- “34 Years and Counting,” Multnomah Bar Association’s *Multnomah Lawyer*, July/August 2013
- “Website Wonders: Online “Must Haves” for Law Firm Marketing,” American Bar Association’s *The Young Lawyer*, April 2013
- “New Year, New Plan,” Oregon State Bar Bulletin, January 2013
- “What I Am Thankful For...,” *Strategies*, The Journal of Legal Marketing, Volume 14.N08, Nov/Dec 2012
- “Oregon Lawyers Rock & Roll the 2012 ABA Annual Conference” [Page 13], Multnomah Bar Association’s *Multnomah Lawyer*, 2012
- “The Career Path Less Traveled - Part III,” Multnomah Bar Association’s *Multnomah Lawyer*, 2012
- “The Career Path Less Traveled - Part II,” Multnomah Bar Association’s *Multnomah Lawyer*, 2012
- “Legal Marketing Champ Shares Her Top 10 Tips for Attorneys,” *BrieflyLegalPDX* (online), 2012
- “The Career Path Less Traveled,” Multnomah Bar Association’s *Multnomah Lawyer*, 2012
- “Getting the Word Out: How Public Speaking Can Make it Rain,” OSB *Elder Law Newsletter*, 2011

**Professional Experience**

- Family Law Attorney in Multnomah & Washington County (2008)
- Knowledge Learning Corporation In-House Legal Department Internship (2007)
- Oregon Department of Justice Family Law Division Law Clerk (2005-2007)

**Admitted to Practice**

Oregon

**Academics**

- University of Oregon School of Law (J.D., 2007): Student Bar Association, Elected 3L Class Rep (2006-2007); Research Assistant to Professor Harris: CLE Publication (2005); Pro Bono Certificate Recipient (2004-2007)
- Arizona State University (B.S., 2004): Pi Beta Phi Sorority: Elected Official (2001-2004); National Chapter Delegate (2004); Arizona State University Senior of the Year (2004); Dean’s Academic Excellence List (2000-2004)