



# AIMEE PANICHELLA MCKINNEY

---

## CHIEF MARKETING OFFICER

Aimee Panichella McKinney is the Chief Marketing Officer at Dunlap Bennett & Ludwig. Aimee is responsible for documenting the road map, resources, and budget required to achieve goals around branding, marketing campaigns, advertising and promotion, social media, public relations, website development, events, and business development efforts. She is a high-energy leader who instills confidence through example, managing and directing the marketing staff to meet key business performance objectives.

Before joining Dunlap Bennett & Ludwig, Aimee spent a decade working at Merck Pharmaceutical Company in their Marketing Division, launching and marketing pharmaceuticals such as Maxalt, Singular, Vioxx, and Propecia. During this time, she started teaching as an adjunct professor at Saint Joseph's University, Penn State Abington, and Gwynedd Mercy College and fell in love with the concept that learning is a life-long endeavor. She went on to work in a small e-Learning company doing everything from marketing to business operations. It was here that she learned that businesses, both small and large, need effectively communicated values-driven messaging. Aimee has also worked in Senior Living as a Director of Sales and Marketing, where she learned firsthand the value of building authentic and meaningful relationships as the best way to market.

## EDUCATION

- St. Joseph's University, M.B.A, Marketing
- Penn State University, BS, Environmental Science/Engineering

## EXPERIENCE

Community Development and Volunteering:

- Legal Marketing Association National Member Engagement Committee Co-Chair (2023-2025): Serve on the LMA National Member Engagement Committee as Co-Chair.
- Legal Marketing Association Regional Board Director at Large: Membership (2020-2022): Serve on the LMA Mid-Atlantic Regional Board as The Director at Large, Membership ensuring consistent communication, overseeing the new member engagement process, and leading new member engagement at regional and annual conferences.
- Loudoun County Family Services Advisory Board. Member (at large): Serve on the board of The Family Services Advisory Board (FSAB), an advisory board responsible for advising the County Administrator on the policies, budget, programs, and practices of the Department of Family Services.

## CONTACT

---

Call  
571-919-6716

Email  
amckinney@dbllawyers.com

## OFFICE

---

Leesburg, VA



- DBL Corporate Social Responsibility Committee: Lead The DBL Cares Committee as Chairperson developing the focus, plan, and internal/external promotion for all philanthropy for DBL.
- DBLWN: Lead the DBL Women's Network (DBLWN), developing the vision, infrastructure, and programming for the national group.

## PUBLICATIONS

- ORTIS Chats: CMO Series Speaker: Thoughts on Why the Message Matters, Values-driven Content, and Servant Leadership
- Inspired Virtual Summit Speaker: Building the Case for a Values-Driven Message During Times of Crisis... and Beyond
- UAGC Speaker Series: Why is Values-Driven Servant Leadership Important in Today's World
- UAGC Speaker Series: Marketing in a Time of Crisis

## PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

- Legal Marketing Associate (LMA)

## TEACHING ENGAGEMENTS

- Adjunct Marketing Professor: University of Arizona Global Campus

## HONORS & AWARDS

- 2021: DBL Winter All Hands Award
- 2020: VA Lawyers Weekly Unsung Legal Hero Award
- 2019- DBL Winter All Hands Award
- 2019- DBL Spring All Hands Award
- 2000- Merck & Co., Inc. Marketing Award: Project Planning
- 1999- Merck & Co., Inc. Special Achievement Award: Respiratory TBG
- 1998- Merck & Co., Inc. Special Achievement Award: Neuroscience TBG
- 1998- Most Amazing Woman at Merck Award
- 1996 Merck & Co., Inc. Award for Excellence
- 1996- Merck & Co., Inc. Black History Month Volunteer Appreciation Award
- 1996- Merck & Co., Inc. MISE Volunteer Appreciation Award

