



SHANNON Z. LOUK

DIRECTOR OF BUSINESS DEVELOPMENT

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Shannon Louk, Director of Business Development, is responsible for new business development, firm branding initiatives, fostering strategic relationships, public relations and external communications. She holds a B.B.A. in management from Marshall University with concentrations in communications and economics. A native of the Kanawha Valley, Shannon has 20 years of experience in marketing, business development, media planning and public relations.

"I'm best known for getting things done. I work well under pressure and love a challenge."

Her passion is making Flaherty's external image reflect the great things that happen every day within our walls. "I begin each day by thinking about how to best help my clients – the attorneys. "It's a great day when our combined effort moves the ball forward."

Outside of the office, Shannon can often be found in the mountains, snowboarding and mountain biking with her husband and daughter.

PROFESSIONAL INVOLVEMENT

- Legal Marketing Association
 - Chair, Virginias LSC (2023)
 - Vice Chair, Virginias LSC (2022)
 - Membership Chair, Virginias LSC (2022)
- USLAW Network

EDUCATION

- B.B.A., Management - Marshall University (2002)
 - Minor in Communications
 - Minor in Economics