



WOMEN, INFLUENCE
& POWER IN LAW

SEPTEMBER 14-16, 2026
GRAND HYATT, NASHVILLE TN

FOR IMMEDIATE RELEASE

Edge Marketing CEO Amy Juers to Speak on Leadership, Visibility and Cyber Crisis Response at WIPL 2026

Juers will speak in two WIPL sessions and join Plat4orm CEO Valerie Chan to demonstrate the firms' combined expertise in strategic communications and high-stakes crisis response

Minneapolis, MN – September 8, 2026 – [Edge Marketing, Inc.](#), leading marketing and public relations agency for the legal, accounting and professional services sectors, today announced that founder and CEO Amy Juers, MBA, will speak in two sessions at the 2026 Women, Influence & Power in Law (WIPL) Conference, taking place September 14–16 at the Grand Hyatt Nashville in Tennessee.

Juers will join legal, business and communications leaders for discussions examining two important dimensions of leadership: intentionally building professional visibility and effectively communicating when organizations face high-stakes situations.

On Monday, September 14, from 10:30-11:30 a.m., Juers will participate in “Speaking Up & Standing Out: Establishing Visibility, Ambition and Strategic Self-Advocacy.” The session will explore how professionals can more confidently communicate their value, advocate for career growth and strengthen their visibility and credibility without sacrificing authenticity.

Juers will be joined by:

- Jessica Chan, Senior Director, Regulatory & Government Investigations, at Uber Technologies, Inc.
- Marni Helfand, CHRO at LevelBlue
- Eileen Sethna, Partner In & Leader of the Financial Services & Restructuring Group at Levenfeld Pearlstein, LLC

“Doing excellent work matters, but we also have to be intentional about making our expertise, ambitions and contributions visible,” says Juers. “I’m looking forward to having a candid conversation about what strategic self-advocacy really looks like, including the moments when we need to speak up, challenge our own assumptions and become more comfortable putting ourselves forward.”

On Tuesday, September 15, from 4:30-5:30 p.m., Juers will join Valerie Chan, CEO of Plat4orm, to copresent “Cyberattack Drill: Critical Steps & Immediate Decisions That Shape the Outcome.”

This “champagne roundtable” interactive session will place attendees in the role of organizational leaders responding to a rapidly evolving cyberattack. Participants will navigate critical decisions involving legal, cybersecurity, communications and executive leadership, including who needs to be involved, when stakeholders should be notified, how to respond when the media is already calling and how to make sound decisions when information is incomplete or changing.

The session also brings together Juers and Chan following the recently announced strategic partnership between Edge Marketing and Plat4orm. The two firms are combining their complementary expertise across strategic communications, public relations, market positioning, digital visibility and demand generation to help organizations strengthen their authority, visibility and market impact.

Their WIPL presentation puts that collaboration into practice. Drawing on their combined experience advising organizations across legal technology, cybersecurity and other regulated industries, Juers and Chan will demonstrate how communications strategy must work alongside legal, cybersecurity and executive decision-making when an organization is under pressure.

“Our partnership with Valerie and the Plat4orm team is built around the idea that bringing together complementary expertise creates better outcomes,” describes Juers. “A cyber incident is a perfect example. No single function can manage the response in isolation. Legal, cybersecurity, communications and executive leadership need to work together, often under tremendous pressure and with incomplete information. Valerie and I are excited to bring our different perspectives to WIPL and make this a practical, interactive conversation attendees can take back to their organizations.”

WIPL brings together senior women in law for leadership development, networking and discussions focused on the issues shaping the legal profession and the evolving role of women in leadership.

Session Details

Speaking Up & Standing Out: Establishing Visibility, Ambition and Strategic Self-Advocacy

Monday, September 14, 2026

10:30-11:30 a.m.

Summit D

Cyberattack Drill: Critical Steps & Immediate Decisions That Shape the Outcome

Tuesday, September 15, 2026

4:30-5:30 p.m.

Rail Yard C

For additional information about WIPL 2026, visit the conference [website](#).

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About Amy Juers, MBA

Amy Juers is the founder and CEO of Edge Marketing, Inc., an award-winning strategic marketing and public relations agency serving the legal, accounting and professional services industries. For more than 25 years, she has helped organizations and executives build trusted brands, elevate thought leadership and strengthen visibility through strategic communications and media relations. Juers is the author of *The Marketing Edge: A Sharper Way to Approach Building a Brand* and a frequent speaker at legal industry conferences. A recognized advocate for responsible AI adoption, she champions the philosophy that “AI amplifies, humans lead.”

About Edge Marketing

Founded in 1997, Edge Marketing is a strategic communications and marketing agency serving organizations across legal, accounting, technology and other regulated industries. The firm helps clients strengthen market visibility, authority and business growth through integrated public relations, thought leadership, digital marketing and strategic advisory services. To learn more, visit <http://www.edgemarketinginc.com>.

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