



Krista A. Egan

Director of Marketing

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As Marketing Director at Flaster Greenberg, **Krista Egan** is responsible for supporting and executing marketing initiatives in line with the firm's overall strategy, working closely with a dynamic marketing team, firm attorneys, and other administrative departments. Her role in the firm has included all aspects of marketing, project management, and operations functions, including event and sponsorship management, CRM roll-out and maintenance, electronic communications, website overhaul and maintenance, messaging/communications, and business development. Prior to joining Flaster Greenberg in 2009, Ms. Egan was a Marketing Specialist for the New Jersey office of Ballard Spahr.

She is a former councilwoman for the Borough of Oaklyn, NJ, where she was the director of Buildings and Grounds and a member of the Public Safety committee. Prior to that, she served on the Oaklyn Board of Education for six years where she was a member of the Finance, Negotiations, and Policy committees.

Ms. Egan received her Bachelor of Science in Marketing from Rutgers University, where she was a member of the Athenaeum Honor Society, Mu Kappa Tau-National Marketing Honor Society, and the National Dean's List. She is currently a member of the Legal Marketing Association – Northeast Region.

Education

Rutgers University, B.S.,
with honors, Marketing

PROFESSIONAL AFFILIATIONS

- Legal Marketing Association - Northeast Region, Member
- Public Relations Society of America - Philadelphia Chapter, Member

COMMUNITY ACTIVITIES

- Borough of Oaklyn, NJ
 - Councilwoman (2016-2019)
 - Director, Buildings & Grounds
 - Deputy Director, Public Safety
 - Committee Member, Recreation and Senior/Veteran Affairs