



PRESS KIT · 2026

Kim Lyons

The Woman in the Orange Glasses

Founder & Fractional CMO

The Orange Glasses

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Recent commentary on Qwoted

theplaintiffmarketer.com

EXPERTISE

Plaintiff-firm marketing leadership · Marketing-to-intake operating systems · AI-enabled intake and marketing operations · Cost-per-signed-case economics · Consumer advocacy in mass tort · Fractional CMO practice for plaintiff law firms

Bios, three lengths.

Drop-in copy for reporters, panel bios, podcast intros, and speaker introductions. Use verbatim or trim to fit.

Short bio, 50 words

Kim Lyons is the founder of The Orange Glasses and a Fractional CMO for plaintiff law firms. She has spent almost two decades inside legal marketing and business development, building marketing-to-intake systems for firms handling catastrophic personal injury, mass tort, and consumer cases.

Medium bio, 150 words

Kim Lyons is the founder of The Orange Glasses and a Fractional CMO for plaintiff law firms. She spent almost two decades in legal marketing and business development, first inside AmLaw corporate defense environments and later leading marketing and client operations at a plaintiff firm handling catastrophic personal injury and mass tort cases. She founded The Orange Glasses in 2026 to give growth-stage and mid-sized plaintiff firms an executive marketing operator without the cost of a full-time hire.

Kim writes on marketing-to-intake operating systems, cost-per-signed-case economics, AI-enabled intake, and consumer advocacy in mass tort litigation. She publishes The Plaintiff Marketer and speaks nationally on plaintiff-firm growth. She is based in San Diego.

Long bio, 300 words

Kim Lyons is the founder of The Orange Glasses and a Fractional CMO for plaintiff law firms. For almost two decades she has worked inside the legal industry as a marketing and business-development leader, beginning her career on the corporate defense side at AmLaw firms, including Holland & Knight and Fisher Phillips, and later moving to the plaintiff side to lead marketing and client operations for a firm handling catastrophic personal injury, wildfire, and mass tort litigation. That cross-training shapes how she builds growth systems today: with the discipline of corporate-firm accountability and the urgency of plaintiff-side client acquisition.

Through The Orange Glasses, Kim advises plaintiff firms on the full marketing-to-intake operating stack: positioning, paid and organic acquisition, intake workflow design, CRM and attribution, and the weekly operating cadence that connects marketing spend to signed, litigation-worthy cases. Her practice sits at the intersection of consumer advocacy and firm growth, arguing that ethical mass-tort marketing and durable acquisition economics are the same discipline, not opposing goals.

Kim publishes The Plaintiff Marketer, an independent editorial platform covering marketing, intake, and technology inside plaintiff firms. She speaks nationally on plaintiff-firm growth, brand strategy, and AI in legal intake. She holds a Bachelor of Arts in Political Science with a minor in Law and Legal Studies from Portland State University and completed the Harvard Data Science Initiative Agentic AI program in 2026. She lives and works in San Diego.

EXPERTISE

Topics I can be quoted on.

Areas where I have first-hand operating experience and a defensible point of view.

Marketing to intake. How plaintiff firms lose viable cases between the ad click and the signed retainer, and the operating cadence that closes the leak.

Cost per signed case. Why cost-per-lead flatters bad campaigns, and what plaintiff firms should be measuring instead.

AI in legal intake. Practical uses of AI inside plaintiff-firm intake operations, and the human-judgment boundaries that must stay in place.

Consumer advocacy in mass tort. Ethical marketing in wildfire, environmental, product-liability, and catastrophic-harm campaigns.

Fractional CMO leadership. When plaintiff firms need executive marketing ownership versus a full-time hire, and how the fractional model actually works.

Women in legal marketing leadership. Building an executive-level practice in a male-dominated segment of the legal industry.

Plaintiff-firm brand strategy. Positioning, voice, and category creation for firms competing on both search and reputation.

Legal SEO and AI visibility. How plaintiff-firm websites need to change to remain visible in Google Search and AI answer engines.

BEATS I DO NOT COVER

Legal ethics compliance, active litigation strategy, individual case commentary, or comment on any specific firm or client I have worked with. Please do not ask me to comment on former employers.

CREDENTIALS

On the record.

Education & training

Bachelor of Arts, Political Science, minor in Law and Legal Studies. Portland State University

Harvard Data Science Initiative, Agentic AI, 2026

Honors

Leaders of Influence in Advertising, PR & Marketing. San Diego Business Journal, 2026

Selected speaking & workshops

Hiring, Onboarding & Firing

Women In Trial Travel Summit, Conrad Punta de Mita · speaker · 2025

C-Suite, Marketing, Client & BD Executives Forum

Legal Marketing Association · speaker · 2024

From Invisible to Unforgettable: Brand Awareness for Maximum Impact

Consumer Attorneys of San Diego, Business of Law Symposium · speaker · 2024

PR for Trial Lawyers

JHQ, online workshop · instructor · 2024

If It Bleeds, It Leads: PR Strategy for Trial Attorneys

JHQ · speaker · 2024

Marketing and Business Development: How to Get Cases

Consumer Attorneys of San Diego · speaker · 2023

Women Who Wow: Kim Lyons

The Social Media Butterfly · interview by Stefanie Marrone · 2021

Pull-quotes on the record.

Full commentary feed and additional quotes at app.qwoted.com/sources/kim-lyons.

ON COST PER LEAD

"A cheap lead that never signs is not cheap, it is waste wearing a low price tag. If the weekly report can tell a managing partner the cost of a click but not which channel produced cases the litigation team would take again, it is not a marketing report. It is an expense report."

Kim Lyons, Fractional CMO for plaintiff law firms, The Orange Glasses

ON MARKETING-TO-INTAKE

"In plaintiff work, the ad is the front door. Intake decides whether the person who clicked ever becomes a client. A qualified caller sits in a callback queue at 4:45 p.m. and signs with the firm that reaches them first the next morning. That is not a funnel problem, it is a competitive one."

Kim Lyons, Fractional CMO for plaintiff law firms, The Orange Glasses

ON AI IN LEGAL INTAKE

"AI should take the scavenger hunt out of intake, not put a black box between an injured person and the lawyer who can help them."

Kim Lyons, Fractional CMO for plaintiff law firms, The Orange Glasses

ON CONSUMER ADVOCACY IN MASS TORT

"A mass-tort ad that wins the click but leaves a person unsure whether their facts, their location, or their deadline make them eligible for help is not advocacy. It is a billboard with no door."

Kim Lyons, Fractional CMO for plaintiff law firms, The Orange Glasses

ON AI AND DATA HYGIENE

"AI does not rescue a messy operation. It exposes it."

Kim Lyons, Fractional CMO for plaintiff law firms, The Orange Glasses

ON FORGING A PATH IN A MALE-DOMINATED INDUSTRY

"I stopped waiting to be pulled into that room. I built The Orange Glasses so the seat at the table is my own."

Kim Lyons, Fractional CMO for plaintiff law firms, The Orange Glasses

CONTACT

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Muck Rack	muckrack.com/kim-lyons
Publication	theplaintiffmarketer.com
Based in	San Diego, California

USAGE

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Bios in this kit may be used verbatim or edited for length. Please retain the founder-of-The-Orange-Glasses attribution. The headshot on this cover is available in higher resolution on request. Photo credit is not required.

Direct quotes attributed to Kim Lyons should include her title (Fractional CMO for plaintiff law firms) and firm (The Orange Glasses). For fresh commentary, deadline requests, or interview scheduling, email hello@theorangeglasses.com.

Press kit updated September 2026.