

Laura Connor

Client Success Manager

Little Rock

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Laura Connor is a Client Success Manager at HoganTaylor, where she partners with Firm leadership to strengthen client relationships and elevate the overall client experience. She works across service lines to support HoganTaylor's Client Elevation approach –helping teams anticipate client needs, deepen engagement, and deliver consistent, proactive service that creates long-term value.

Since joining the firm in 2018, Laura has helped shape how HoganTaylor connects with and serves its clients. With a background in strategic marketing, she brings relationship-focused perspective to her work, supporting leaders in positioning their services effectively while ensuring the client experience reflects the Firm's commitment to remarkable service.

Prior to joining HoganTaylor, Laura served as Marketing Director at JPMS Cox, where she led the development and execution of marketing strategy and guided the Firm's recruitment initiatives.

Laura earned a Bachelor of Arts in Communication from the University of Arkansas. She is actively involved in her community, serving on various committees and boards in central Arkansas and beyond.

Professional & Civic Affiliations

- Leadership Little Rock, Member of Class XXXV
- Junior League of Little Rock, Sustainer Member
- Little Rock Garden Club, Member
- Chi Omega Foundation, Trustee
- HoganTaylor Foundation, Trustee
- Sculpture at the River Market, Former Committee Member
- University of Arkansas for Medical Sciences, Former Consortium Advisory Board Member

Education

- Bachelor of Arts, Communication, University of Arkansas