

# McGlinchey's Knotts Selected for 2024 Leadership Baton Rouge Class

January 12, 2024

McGlinchey Stafford is pleased to announce that [Lauren Michaud Knotts](#), Senior Communications & PR Manager, will participate in the [2024 Leadership Baton Rouge](#) development program.

"Lauren's track record as a marketing leader is outstanding, and her commitment to the Baton Rouge community is a testament to her exceptional leadership qualities," remarked [Zelma Murray Frederick](#), Managing Member of McGlinchey's [Baton Rouge office](#). "As someone who has personally benefited from the Leadership Baton Rouge program, I am confident in the significant impact it will have on Lauren's professional growth and, in turn, on our firm. We are thrilled about the fresh perspectives and innovative ideas she will undoubtedly bring to our team following her participation in this esteemed program."

Founded in 1985 by the Baton Rouge Area Chamber, the ten-month [leadership program](#) identifies and trains high-achieving individuals. It equips them with practical information concerning community issues and assets, helps to establish a communication network among existing and emerging leaders of the community, and challenges participants to increase their involvement in community affairs. The class devotes an entire day each month to lectures, discussions, and practical exercises pertinent to community issues spanning education, diversity and inclusivity, city and state government, health care and social issues, economic development, arts and culture, and criminal justice.

Lauren plays a pivotal role in steering communications strategies across McGlinchey's network of 17 offices, strategically positioning the firm at the forefront of key industries and promoting the thought leadership, and accolades of 170 attorneys. Lauren's ability to foster collaborative relationships with attorneys, leadership, and administrative colleagues has not only earned her status as an invaluable asset to McGlinchey but also solidified her reputation as a valued advisor. Before joining McGlinchey, Lauren worked for eight years in the local non-profit field through fund development, marketing, and community partnership roles with The Emerge Center and the Center for Planning Excellence (CPEX).

As a volunteer, Lauren has served on the boards of Volunteers of America and Forward Arts Inc. youth poetry program. She has assisted with fundraising for the Red Stick Farmers Market and Mary Bird Perkins Cancer Center (through the Echo Alliance women's affinity network), and served as a college application mentor for high school seniors through the Baton Rouge Youth Coalition (BRYC). Lauren is also active with the University United Methodist Church, serving in various roles including on the Board of Trustees, since 2011.

A Baton Rouge native, Lauren earned her M.A. in Integrated Marketing Communications from Emerson College in Boston, Massachusetts, and her B.B.A. in Business Administration and French from Millsaps College in Jackson, Mississippi.

Since its inception in 1985, Leadership Baton Rouge has graduated more than 1,400 business and professional leaders. McGlinchey proudly counts six Leadership Baton Rouge program graduates among its ranks: [Zelma Murray Frederick](#) (2017), [Mary Terrell Joseph](#), [J-P Perrault](#) (2002), [Kristi W. Richard](#) (2015), [Michael H. Rubin](#), and [Amanda S. Stout](#) (2023).

## Related people

Lauren Michaud Knotts

Zelma Murray Frederick

Amanda S. Stout

Kristi W. Richard

Jean-Paul Perrault

Mary Terrell Joseph

Michael H. Rubin