



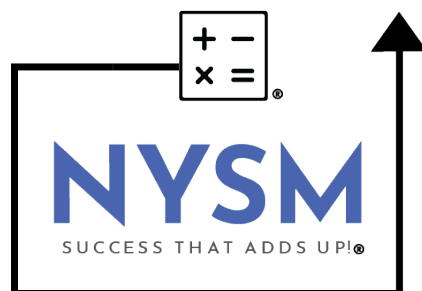
# Kira Krieger Senders

**Vice President**  
**Marketing & Business**  
**Development Director**  
**NYSM LLC**  
**"New York Settlement Math"**

## 📍 Office Address

240 East 82nd Street, 15G  
New York, New York 10028

- ☎ (212) 717-2627
- 🏢 (212) 208-2513
- 📞 (917) 514-3587
- ✉ kira@nysmlc.com
- 🌐 www.nysmlc.com



# Kira Krieger Senders

V.P., Marketing & Business Development Director

Kira Krieger Senders has more than 32 years of experience working as a specialist in marketing and advertising, including eight as Luxury Goods and Retail Director at New York magazine. Under her leadership, the category was the highest grossing for print advertising at the company. Prior to New York, she also worked at Travel & Leisure, Cosmopolitan, and Vogue magazines. Kira is also a co-founder of New York Settlement Math. As Vice President of Marketing and Business Development she has put her extensive marketing background to use in promoting the benefits of structured settlements and new business development. Kira was instrumental in the development and design of the unique, proprietary online settlement calculators found at [www.nysmlc.com](http://www.nysmlc.com). With assistance from her contacts throughout the luxury advertising community, the complicated math of New York settlements was incorporated into a user-friendly calculator interface that created an efficient and streamlined user experience. Kira was also invaluable in the creation of the CLE and CE eligible presentation, New York Settlement Math Made Easy!, which skillfully demonstrates Sam Senders' extensive knowledge and value-added service with regard to the settlement process. This presentation has been given to bar associations, law firms, and industry associations—all to enthusiastic applause.

Kira is also President of Actionable Insights which provides customized social media and web-based marketing solutions to legal professionals. Actionable Insights is a boutique agency focused exclusively on the needs of smaller law firms and helps them to build a comprehensive online marketing strategy which includes: Website and logo design, social media platform creation, management of social media postings, implementation of unique influencer marketing programs, and management of email marketing campaigns. You can learn more at [ActionableInsightsNY.com](http://ActionableInsightsNY.com).

When she is not working on business development and marketing, Kira enjoys spending time with her husband Sam and their two children. Kira encourages her children to participate with her in many community service projects. She previously ran the PS6 Lilli Devereux Blake elementary school's Community Service committee, "The Do Good Crew." She also leads the Girl Scout Troop, Troop 3707 which focuses on community service and helping those in need.

[www.nysmlc.com](http://www.nysmlc.com) | 212-717-2627 | [kira@nysmlc.com](mailto:kira@nysmlc.com)