

Brooks Pierce Announces New Director of Marketing

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Leading North Carolina law firm Brooks Pierce has named Jennifer S. Griffin as its new director of marketing. A North Carolina State University graduate, Griffin has nearly a decade of experience in legal marketing.

"We are excited to have Jennifer on board," said Reid Phillips, managing partner of Brooks Pierce. "She is energetic, detail-oriented and has extensive knowledge of legal marketing and business development. She will certainly be an asset to the Brooks Pierce team."

Griffin previously served as the marketing and business development manager for Ellis & Winters LLP and has held marketing and business development positions with law firms Smith Anderson, Williams Mullen and the Rosen Law Firm. She is also on the board of directors for the Legal Marketing Association Southeastern Chapter.

"I am excited to be joining Brooks Pierce," Griffin said. "The firm has a strong reputation in the legal community both for the high-caliber of legal matters it works with, and for the vast expertise of its lawyers. I look forward to contributing to the continued success of the firm and its attorneys."

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Jennifer Griffin Scotton