

Brooks Pierce Director of Marketing Elected to Leadership Role with LMA

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Brooks Pierce Director of Marketing Jennifer Griffin has been elected secretary of the Southeast Region of the Legal Marketing Association for 2017.

The Legal Marketing Association is a nonprofit organization dedicated to serving the needs, representing the interests and maintaining the professional standards of individuals involved in business development, marketing, public relations and internal communications, event planning, web and creative services in the legal profession. The Southeastern Region is one of the largest in the international organization, covering nine states and serving more than 500 members throughout the region.

Griffin, who oversees marketing and business development efforts in all three Brooks Pierce offices, joined the firm in July 2016. A veteran legal marketer, she has held several previous leadership positions with the Legal Marketing Association, including director of communication and director of outreach for the Southeast Region.