

Brooks Pierce Director of Marketing and Business Development Named an “Unsung Legal Hero”

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Jennifer Griffin Scotton, Director of Marketing and Business Development for Brooks Pierce, has been named an “Unsung Legal Hero” by *North Carolina Lawyers Weekly*. The award recognizes the behind-the-scenes employees that keep North Carolina law firms operating smoothly, recognizing honorees annually in eight different areas: firm administrators, law librarians, legal marketing practitioners, legal secretaries, IT technicians, accounting professionals, paralegals and legal educators.

Scotton, who joined Brooks Pierce in 2016, has more than a decade of experience in legal marketing and oversees the firm’s strategic marketing and business development efforts. Last year, she led Brooks Pierce’s efforts to promote the firm’s entertainment practice at the 2017 DIY Musician Conference in Nashville, Tennessee. As part of the sponsorship, the firm hosted an on-site legal clinic, offering conference attendees consultations on a variety of topics and distributed the Musician’s Legal Handbook, a 40-page book on music law written and published by Brooks Pierce attorneys. As a result of these efforts, Brooks Pierce won “Best in Show” overall and first place for “Business Development: Events” in the 2018 Your Honor Awards from the Legal Marketing Association’s (LMA) Southeast chapter as well as third place in the Legal Marketing Association’s International 2018 Your Honor Awards in the “Business Development: Events” category.

“Jennifer has brought a creative approach to helping us find new ways to better share the knowledge, experience and work of our attorneys,” said Reid Phillips, managing partner of Brooks Pierce. “She has done a great job of not only raising the visibility of our firm, but coaching several of our attorneys in key business development practices to help them feel more comfortable raising their own visibility. She has truly done amazing work for the firm and for her to receive this recognition is a testament to that.”

Scotton currently co-chairs the LMA’s International Special Interest Group (SIG) for mid-size law firms and solo marketers. She most recently served as the secretary of the LMA Southeast chapter, for which she has also served as the director of outreach and director of communication. She has previously served as the vice president of social media for the American Marketing Association Triangle chapter and as the chair of the Legal Marketing Association Raleigh City Group. She is also actively involved in the Greensboro community, recently volunteering on the “Run 4 the Greenway” committee to provide marketing/communications strategy and support.