

## Jennifer Griffin Scotton Provides Insight on Law Firm Business Development on Podcast

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Brooks Pierce's director of marketing and business development, Jennifer Griffin Scotton, was recently featured in an episode of The Passle Podcast – CMO Series.

The episode focuses on the implementation of business development training programs at law firms, identifying some common misconceptions about business development training. Scotton also discussed the advantages of starting lawyers on business development training programs earlier, as well as how to identify and assist lawyers who would benefit most from individual coaching.

Scotton oversees the strategic marketing and business development efforts of Brooks Pierce, which has more than 100 attorneys across North Carolina. In this role, she focuses on elevating the firm's brand visibility through public relations, external communications, digital and content marketing, advertising and business development. She also coaches individual attorneys within the firm, helping them to create and implement personalized plans for growth within the firm and to provide value to clients.

To access the full podcast episode, [click here](#).