

Jennifer Griffin Scotton Publishes Article on Attorney at Work

Attorney at Work
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Brooks Pierce's director of marketing & business development recently co-authored an article with Society 54 co-founder, Jill Huse, on the importance of marketing and business development coaching, especially during the COVID-19 pandemic. The article was published by Attorney at Work on Jan. 6.

The article, entitled "5 Reasons Coaching Is More Important Than Ever for Lawyer Business Development," discusses the five reasons why working with a business development coach is important for lawyers, including, accountability, authenticity, perspective, pivoting, and career planning.

Scotton, 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 (LMA), including director of communication and secretary for the board of directors in the Southeast Region, and co-chair of the LMA's International Solo/Small Team Shared Interest Group (SIG). Scotton was recognized as one of 2018's "Unsung Legal Heroes" by North Carolina Lawyers Weekly. She has led the Brooks Pierce marketing team in winning an International Your Honor Award from the Legal Marketing Association (2018) and three Your Honor Awards from the Legal Marketing Association's Southeast Region (2018 and 2020).

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