

Jennifer Griffin Scotton Named Co-Chair of Legal Marketing Association International Shared Interest Group

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Jennifer Griffin Scotton, director of marketing and business development for Brooks Pierce, was named co-chair of the Legal Marketing Association's (LMA) Small Firm/Solo Marketer Shared Interest Group (SIG).

The Legal Marketing Association is a nonprofit organization dedicated to serving the needs, representing the interests of 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 SIG for the Small Firm/Solo Marketer is a community of LMA members with common interests that join together to network, educate and share best practices. The Small Firm/Solo Marketer SIG is primarily for in-house marketers at firms of fewer than 100 attorneys or with two or fewer marketing personnel.

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, including director of communication and secretary for the board of directors in the Southeast Region. Scotton was recognized as one of 2018's "Unsung Legal Heroes" by North Carolina Lawyers Weekly. In 2017 and 2018, respectively, she led the Brooks Pierce marketing team in winning an International Your Honor Award from the Legal Marketing Association and two Your Honor Awards from the Legal Marketing Association's Southeast Region.