

In The News

Akerman Chief Marketing Officer Iris Jones Featured in *Corporate Counsel Business Journal*

December 22, 2021

Akerman Chief Marketing and Client Development Officer Iris Jones was recently featured in *Corporate Counsel Business Journal* highlighting how a firm's culture plays a role in client retention and satisfaction, the growth of women general counsel at Fortune 500 companies, and why the next generation should embrace artificial intelligence and cryptocurrency. She shared that the number of women named to general counsel grew to 34 percent last year, stressed the importance of diverse work teams, and emphasized the significance of accepting the newest innovations in technology.

"I strongly advise the next generation to remain open to the next big thing, embrace Artificial Intelligence, Cryptocurrency, and the newest innovations in technology," Jones said. "The next-generation firms should consider increasing their 'other professionals' category by hiring medical professionals, scientists, and computer programmers, and senior level data analysts."

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