

In The News

Akerman CMO Iris Jones Highlights ‘Brand and Client Focus’ in Law.com Profile

April 5, 2022

Chief Marketing and Client Development Officer Iris Jones was featured in a *Law.com* article discussing how her passion for client development has kept her out of the courtroom. While Jones initially began her career as a lawyer, she was quickly drawn to firm marketing and client development. She loves the teamwork, team building, using data points, client pursuit, client relationships, client management, and working to ensure loyalty. Jones also loves the progress that legal marketing has made over the years, which has become more mindful and strategic.

“As marketers, we have to make sure we are putting our lawyer’s best foot forward, making sure they have highly visible profiles, ensuring that our lawyers are top-of-mind in the right markets. Years ago, we were just happy to throw a few ads out here or there and attend a few conferences. It was random, but now it’s quite intentional ... even the thought leadership content we generate. It’s no longer random acts of marketing. It’s who are we, what are we known for, what is our brand, what are we about, how are we are expending our resources [and] what is our focus,” said Jones.

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