

In The News

Akerman Chief Marketing Officer Iris Jones Featured in *LawDragon's* Legal Consultant Spotlight

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Chief Marketing and Client Development Officer Iris Jones was recently featured in *LawDragon's* Legal Consultant Spotlight. In the spotlight, Jones, who began her career practicing law, describes what made her choose to move into business development and marketing, how the industry has evolved and the challenges that the legal industry still faces in terms innovation, client service and inclusion.

“Twenty years ago, legal marketing was straightforward and a somewhat simplistic profession. Marketers were primarily order-takers and executed small-scale, limited projects that lawyers felt were necessary, largely irrespective of their effectiveness,” explained Jones. “Today, the top marketers are seen as innovators and leaders. We must be proactive and assertive. It’s our job to go out and find the best new tools and people to grow our firms’ business and visibility. We are competing and operating at a much higher level – it’s an exciting time to be in legal marketing.”

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