

Press Release

# Akerman Chief Marketing and Client Development Officer Iris Jones Awarded Pathfinder Award by Travis County Women Lawyers' Association

January 25, 2024

Chief Marketing and Client Development Officer Iris Jones has been awarded the Pathfinder Award by the Travis County Women Lawyers' Association (TCWLA), which honors those who have made outstanding contributions to TCWLA and have used their law degrees in inspiring ways for the greater community.

Jones was honored on January 25 at the University of Texas Etter-Harbin Alumni Center during the annual TCWLA Pathfinders' Luncheon.

"When I embarked on my legal career years ago, I envisioned a future in which the bar reflects the diverse makeup of the society it serves, and it has been my passion to contribute toward advancements in the legal profession in this way," said Jones.

"Being a part of TCWLA, I have been inspired by women of all backgrounds and I've witnessed the creation of incredible programs that have transformed the landscape locally and across the country. It's been my privilege to collaborate and learn from so many brilliant minds, and to have my efforts recognized by them is deeply meaningful, and I'm very grateful."

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## Related People

Iris Jones

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## Related Offices

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“As a long-time friend and colleague of Iris’, I was thrilled to be able to nominate her for this year’s Pathfinder Award,” said Amie Rodnick, president of the board of the TCWLA Scholarship Fund. “Iris is a true Pathfinder and mentor for women lawyers in every sense of the word. I have worked with her in the Attorney General’s office under Mark White, served on the TCWLA Scholarship Fund board with Iris, and have been privileged to call her a close friend as well. This is a much deserved honor.”

Jones oversees Akerman’s marketing and client development team to advance the overall strategic plan of the firm by continuing to grow the firm’s client base while deepening existing client relationships. She works closely with firm leadership to advance the firm’s brand equity and position the firm as a highly influential thought leader and the law firm of choice for diverse clients in the firm’s key practice areas. Skilled in designing solutions based on analytical needs assessment, Jones directs complex projects from concept to fully operational status. She has extensive experience in coaching, training and providing business development support to all levels of stakeholders.

“We congratulate Iris on this well-deserved honor,” said Austin Office Managing Partner Todd Reed. “Not only is Iris a leading light in the Austin legal community, but she has distinguished herself nationally as an authority on marketing and client development. As Akerman’s Chief Marketing and Client Development Officer, she delivers creative exercise and experiment to the many ways our lawyers connect with clients to build authentic and enduring relationships. It’s no surprise that she has devoted the same talents to TCWLA, and we look forward to the additional improvements she makes across our communities.”

Jones is a member of the State Bar of Texas and previously practiced law in Texas. She gained extensive litigation and appellate experience having

served as an assistant attorney general of Texas and director of the City of Austin's Law Department.

Jones has used her law degree in other meaningful ways, including her leadership at Legal Marketing Association (LMA). A member of LMA since 2004, she has served as the D&I task force co-chair, SIG Co-chair, and on numerous committees and has participated as a speaker, panelist and moderator on dozens of LMA programs. She also highly values and enjoys her role as a mentor to several LMA members.

In 2023, Jones was inducted into the Legal Marketing Association (LMA) Hall of Fame for her lifetime achievements in the legal marketing industry and extraordinary contributions to the Association. Additionally, in 2020, she was inducted as a Fellow into the College of Law Practice Management.

### **About Akerman**

Akerman LLP is a top 100 U.S. law firm recognized among the most forward-thinking firms in the industry by Financial Times. Its more than 700 lawyers and business professionals collaborate with the world's most successful enterprises and entrepreneurs to navigate change, seize opportunities, and help drive innovation and growth.