

Press Release

Chief Marketing and Client Development Officer Iris Jones Named Among Most Influential Women Leaders in Marketing by *Women World Magazine*

September 17, 2024

Chief Marketing and Client Development Officer Iris Jones was featured on the cover of *Women World Magazine* for her recognition among the Most Influential Women Leaders in Marketing in 2024. Iris was the only legal marketing leader selected, and she was named in company with Fortune 500 trailblazers at Nokia and Sephora, based on her ability to drive innovation, make impactful decisions, advance her team toward exceptional results, and contribute toward the future of marketing and business development.

Iris said: “When I made the decision to pursue a career in marketing, it was with the intention of helping implement strategies and initiatives that advance the business priorities of a meaningful enterprise, like Akerman. Akerman is a market leader in legal client services and a law firm that works tirelessly to ensure equal justice and fairness within the legal profession. I am fortunate to lead a marketing and client development team that has contributed effectively toward these efforts for our lawyers, and I am humbled to have these efforts recognized by *Women World Magazine*.”

Iris oversees Akerman’s Marketing and Client Development Department to advance the overall

Related People

Iris Jones

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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 a wide array of clients in the firm's key practice areas. Skilled in designing solutions based on analytical needs assessment, Iris 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.

Iris 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 as director of the City of Austin's Law Department.

Iris' law degree and decades of experience in practicing law provide insight and perspective to the marketing community in meaningful ways, including her leadership at Legal Marketing Association (LMA). A longtime member of LMA, she has served on numerous committees and has participated as a speaker, panelist, and moderator on dozens of programs. She also highly values and enjoys her role as a mentor to numerous LMA members.

Iris is widely recognized as among the country's foremost leaders in marketing and law. In 2022, she was inducted into the LMA Hall of Fame for her accomplishments in the legal marketing industry and for her extraordinary contributions to the association. Additionally, in 2020, she was inducted as a Fellow into the College of Law Practice Management.

About Akerman

Founded in 1920, Akerman is recognized as one of the country's premier law firms, with more than 700

lawyers in 25 offices throughout the United States.