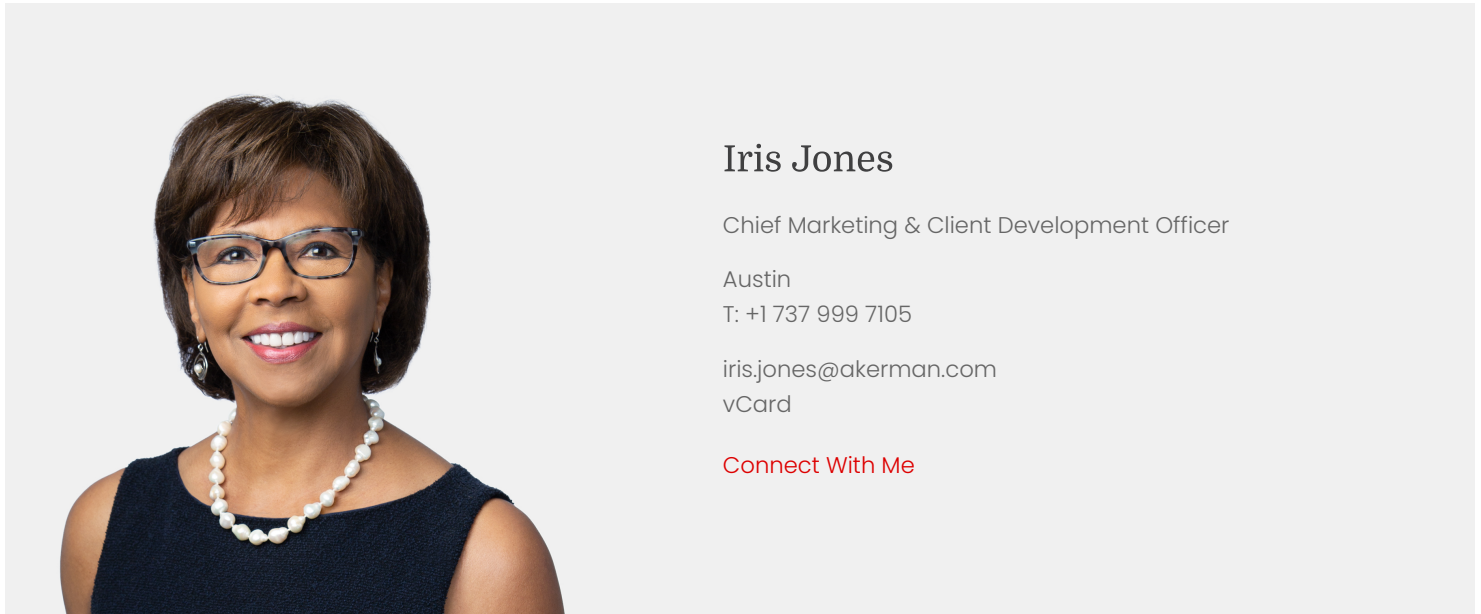


People



Iris Jones

Chief Marketing & Client Development Officer

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Iris Jones is Akerman's Chief Marketing and Client Development Officer, overseeing the firm's 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 build the firm's brand equity and position the firm as an 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, 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.

Before joining Akerman, Iris served as a chief business development and marketing officer for AM LAW 100 firms in Washington, D.C. and New York. She is a member of the State Bar of Texas and previously practiced law in Texas in both the public and private sectors. 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.

Published Work and Lectures

- LMA New York, 9th Annual CMO Forum, Presenter, March 16, 2021
- LMA Philadelphia, Presenter, "One Year Later: Successes and Lessons Learned for Professionals at Every Level of Legal Marketing," March 10, 2021
- LMA Webinar, Panelist, "Historical Lessons from the Great Recession: What Law Firm C-Suite Executives Say About Recovering from COVID-19," August 13, 2020
- *The National Law Review*, Author, "Building Better Client Relationships," July 15, 2019
- Legal Sales and Services Organization, Presenter, "Update on the Summer Associate Strategic Collaboration BD Program," June 5-6, 2019

Education

J.D., Texas Southern University Thurgood Marshall School of Law

B.A., Bowling Green State University

Admissions

Bars

Texas

Related Content

Chief Marketing and Client Development Officer Iris Jones Named Among Most Influential Women Leaders in Marketing by *Women World Magazine* September 17, 2024

Akerman Chief Marketing and Client Development Officer Iris Jones Awarded Pathfinder Award by Travis County Women Lawyers' Association January 25, 2024

Akerman CMO Iris Jones Highlights 'Brand and Client Focus' in Law.com Profile April 05, 2022

- LMA Annual Conference, Moderator, “How to Secure a Seat & Have Your Voice Heard,” April 10, 2019
- XXVI Biennial Congress of the World Jurist Association, World Law Congress 2019, Panelist, “Social Media and Its Impact on the Global Economy and Political Elections,” February 19, 2019
- LMA Northeast Conference, Presenter, “How to Magnify Your Profile Using Social Media,” October 16, 2018
- *Strategies Magazine: The Journal of Legal Marketing*, Author, “Five on Five: Securing a Seat and Sharing Your Voice at the Leadership Table,” June 27, 2018
- LMA Annual Conference, Panelist, “Making the Business Case for Diversity & Inclusion,” April 10, 2018
- LMA Webinar, Presenter, “Cultivating Diversity Initiatives in Law Firms: The Marketing Professionals’ Role,” April 3, 2018
- Harrisburg Young Professionals, Presenter, “Professional Development: Effective Communication Styles in the Workplace,” March 19, 2018
- Harrisburg Young Professionals, Presenter, “Communications and Body Language: How to Send the Right Messages for Best Outcomes,” December 16, 2017
- LMA Northeast Regional Conference, Panelist, November 10, 2017
- ALFA International Annual Business Meeting, Panelist, October 27, 2017
- International Municipal Lawyers Association, 2017 Annual Conference, Moderator, October 16, 2017
- International Municipal Lawyers Association, 2017 Mid-Year Seminar, Moderator, “The Bay: Forced MS4 Reductions and Storm Water Utility Trends in 2017,” April 23, 2017
- LMA Annual Conference, Presenter, “Five Steps Toward Bridging the Generational Gap in Law Firms,” March 29, 2017
- International Municipal Lawyers Association, 2016 Annual Conference, Moderator, September 28, 2016

Related Professional Experience

- City of Austin Law Department, Director and Assistant Attorney General of Texas

Affiliations

- Akerman Foundation, Board of Directors, 2024-Present
- American Bar Association, Member
- College of Law Practice Management, Fellow, 2020-Present
- Bowling Green State University Foundation, Board of Directors, 2020-Present
- Legal Marketing Association (LMA), Northeast Regional Nominating Committee, 2020
- Legal Marketing Association (LMA), Diversity & Inclusion SIG, Co-Chair, 2018
- Legal Sales and Services Organization, Member
- Bowling Green State University Alumni Board of Directors, Chair, 2016-2017; Immediate Past-Chair, 2017-2018
- Cultural Enrichment Fund, Board of Directors, 2017-2020
- World Jurist Association, Board of Governors, 2008-2015
- International Municipal Lawyers Association, Board of Directors, Past President
- Rotary International, Northeast Austin, Texas, Past President

- Leadership Austin, 1987; Leadership Texas, 1991; Leadership America, 1993

Honors and Distinctions

- Legal Marketing Association (LMA) Hall of Fame, Inductee
- College of Law Practice Management, Fellow, 2020
- Legal Sales and Services Organization, Executive of the Year 2017
- Bowling Green State University, Listed as One of the 100 Most Prominent BGSU Alumni
- Multi-Ethnic Chamber Alliance Award
- International Municipal Lawyers Association, Local Government Fellow
- Rotary Club International, Northeast Austin, Texas, President's Award
- African American Women's Hall of Fame, Inductee