

# Jessica Grayson

## Chief Growth Officer

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Jessica Grayson is a seasoned professional with substantive experience working in-house at global, midsize and regional law firms in leadership roles related to strategic growth.

A creative and forward thinker, Jessica combines business savvy with competitive intelligence to offer innovative actions and solutions for lawyers and firm leadership. With an eye on growth and profitability, she oversees practice management and lateral growth and works closely with firm management on practice group and partner development initiatives and the acquisition and integration of partners and partner groups across the firm's practices and offices.

Jessica acts as a trusted advisor and has launched several successful campaigns and initiatives throughout her career and is often invited to speak on panels and author articles on topics related to law firm management, including business development, strategic planning and lateral partner growth and integration.

Jessica currently serves on the Executive Committee of the Legal Marketing Association (LMA) Northeast Region board and has previously served on the Nominating and Professional Advocacy committees. She was recently selected to serve on the 2024-2025 Advisory Committee for the National Association of Legal Search Consultants (NALSC).

### SPEAKING ENGAGEMENTS

- Panelist, "CMO Series Represents — Embracing Equity: Harnessing the Power of Your Network," Passle
- Panelist, "Women Who Wow: CMO in Law Firms Roundtable"
- Moderator, "Identifying the Business Case for Diversifying Management Teams," Law.com Legalweek
- Panelist, "Laterals & Talent: Ensuring Successful Integration — Part 2," LMA Northeast Region
- Panelist, "Lateral Integration for the Next Gen Law Firm," LMA Midwest Region
- Panelist, "One Big, Happy Family — Integrating Laterals Through Strategic BD," LMA Northeast Region
- Moderator, "Succession Planning and Generational Divides: How Marketing Plays a Role," Law.com Legalweek

### MEMBERSHIPS

- Member, National Association of Legal Search Consultants (NALSC) 2024-2025
- Member, Executive Committee, LMA Northeast Region (2023-2024)
- Former member, Professional Advocacy Committee, LMA Northeast Region
- Former member, Nominating Committee, LMA Northeast Region



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## PUBLICATIONS

- Author, "[Integrating Lateral Attorneys: It's All in the Planning & Execution](#)," *Attorney at Law Magazine*

## IN THE COMMUNITY

Jessica has held leadership roles, as both a troop leader and regional council member, for the Girl Scouts of Central and Southern New Jersey. She has also served as a volunteer coach for the Deptford Girls Softball League and literacy coach and mathematics tutor for the Deptford Township school system.