

## Jennifer Greene Joins Lippes Mathias Wexler Friedman LLP as Director of Marketing and Business Development

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**BUFFALO, NY** – Lippes Mathias Wexler Friedman LLP is pleased to announce that Jennifer Greene has joined the firm as Director of Marketing and Business Development.

Greene comes to Lippes Mathias Wexler Friedman LLP with over 10 years of legal marketing experience at Phillips Lytle LLP, where she implemented business development strategies for the firm's eight offices, its practice groups and attorneys.

Greene has extensive experience in implementing marketing and public relations efforts specific to the legal industry, including strategic new business initiatives, advertising campaigns and internal and external communications.

Greene received her B.A. in journalism and mass communication from St. Bonaventure University.

In her role as Director of Marketing and Business Development, she will be responsible for implementing marketing and new business initiatives to effectively promote the firm, as well as work closely with the attorneys to market and develop its practices locally and nationally.

"I look forward to applying my marketing experience in the legal field to Lippes Mathias and collaborating with their many distinguished attorneys," said Greene. "With the firm's move to the Key Center and the recent addition of its new office in Albany, this is an exciting time for me to start this new role."

"Jen brings an impressive breadth of knowledge and marketing experience to this position which will complement our goals for continued growth and expansion," said Scott Friedman, Chairman and CEO. "I am confident Jen will do a superior job in enhancing our business development efforts as our firm continues to work with longstanding clients while developing new clients locally and around the world."

# Related Team



**Jennifer L. Greene**

Chief Marketing

Officer

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