

Jennifer L. Greene Named Honoree of Buffalo Business First 2026 C-Level Executives Awards



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Lippes Mathias LLP chief marketing officer [Jennifer L. Greene](#) has been named a honoree of the Buffalo Business First [2026 C-Level Executives Awards](#). Greene is among 22 executives from the region's largest companies and nonprofit organizations selected for the honor.

Now in its 15th year, the awards recognize Western New York's most effective business leaders. Including this year's class, 305 executives have been recognized since the program's launch in 2012.

Greene joined Lippes Mathias in 2015 as director of marketing and business development and was [promoted to chief marketing officer](#) in 2021. Under her leadership, Lippes Mathias has become a top contender in the law firm marketing space, both regionally and nationally, earning awards for its marketing work from the Public Relations Society of America and the American Advertising Federation.

About Jennifer L. Greene

Jennifer L. Greene is a seasoned professional with extensive experience in legal marketing and business

development. With two decades of experience in the field, she has honed her skills in devising and implementing strategies to enhance the firm's market presence, strengthen client relationships, and drive business growth. Her role at Lippes Mathias involves working closely with the firm's leadership and practice groups to formulate and execute initiatives that align with the firm's overarching business objectives.

In addition to her strategic responsibilities, Greene oversees all aspects of the firm's branding, marketing, and communications efforts. This includes managing media relations, advertising campaigns, digital marketing initiatives, social media presence, and internal communications. Her team's track record in crafting and implementing marketing, business development, and client service strategies has shaped the landscape of legal marketing.

About Lippes Mathias LLP

Lippes Mathias is a full-service law firm ranked among the top 200 law firms in the U.S. by size, with nearly 230 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Clarence, Albany, Long Island, New York, Rochester, Syracuse, and Saratoga Springs, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville, Tampa Bay, and West Palm Beach, Fla.; Cleveland, Ohio; San Antonio, Texas; Oklahoma City, Okla. and Washington, D.C., the firm represents publicly and privately-owned companies, private equity and venture capital firms, independent sponsors, real estate developers, financial institutions, municipalities, governmental entities, and individuals.

Year after year, Lippes Mathias is proud to be recognized by The Best Lawyers in America®, U.S. News - Best Lawyers®, Super Lawyers, and Chambers USA. For more information, visit www.lippes.com.

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Jennifer L. Greene

Chief Marketing
Officer

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