



## Jennifer L. Greene | Chief Marketing Officer

Buffalo - Downtown  
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Jennifer 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, Jen 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, as well as internal communications.

Jen brings invaluable insights and expertise to her current role. Her team's impressive track record of success in crafting and implementing impactful marketing, business development, and client service strategies speaks volumes about their ability to shape the landscape of legal marketing.

### CAPABILITIES

### EDUCATION

- St. Bonaventure University, B.A., Journalism/Mass Communication, 2003

### PROFESSIONAL ASSOCIATIONS

- Legal Marketing Association

### PAST ACTIVITIES

- National Multiple Sclerosis Society, Upstate New York Chapter, Former Board of Trustees