

JUSTIN PORTAZ, Chief Marketing and Business Development Officer

Justin Portaz oversees all aspects of the firm's business development, communications, branding, competitive intelligence and marketing operations. A trusted strategist and collaborative partner to firm lawyers and professionals, he works closely with firm leaders to develop and execute important initiatives that identify and expand business development opportunities, enhance client satisfaction, and improve the firm's market position and brand.

A past president of the Los Angeles Chapter of the Legal Marketing Association, Justin provides the firm with his deep experience and leadership in all aspects of legal marketing. He delivers invaluable support on client relationship management, helps guide practice group and industry team strategies, facilitates the firm's client team program and leads lawyer training on business development, practice management and other key areas.

Before joining Jenner & Block, Justin served in various business development and marketing roles at two global *AmLaw* 50 law firms. He is a member of the Board of Directors of America SCORES LA, a non-profit organization serving more than 400 public school children in Los Angeles through a safe after-school program that delivers the unique combination of soccer, poetry and service learning. A *cum laude* graduate from Georgetown University's McDonough School of Business with a degree in International Business and Marketing, Justin spent his first two years of university study in Madrid, Spain.

Awards

- Legal Marketing Association "Your Honor" Awards
 - Midwest Region Award – First Place Winner: Client Service category, 2018
 - National Award – Second Place Winner: Events category, 2018

Publications

- "Business Development in the Time of Pandemic," *The Recorder*, May 22, 2020
- "If You Build It, They Can Thrive (and So Can You): Creating an Associate Business Development Program," *LMA Mid-Atlantic Newsletter*, April 2019

Speaking Engagements

- Presenter, "Creating an Associate Business Development Program," LMA Mid-Atlantic Conference, Washington, DC, November 01, 2018
- Panelist, "Your Pipeline: Comprehensive Go-To-Market Strategy," Accelerate 2018 Conference, Cary, NC, June 26, 2018
- Panelist, "Building the Law Firm of the Future with Marketing at the Helm," LMA Annual Conference, Austin, TX, April 12, 2016



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EDUCATION

Georgetown University, BSBA; *cum laude*

