Press Release: Cesira Newcomb Promoted to Director of Marketing & Business Development at Bowditch

DECEMBER 8, 2025

Boston, Framingham, Plymouth and Worcester, MA – December 8, 2025 – Cesira Newcomb, a longtime marketing expert, has recently been promoted to Director of Marketing & Business Development at Bowditch.

Newcomb has worked at the firm since 2017. She joined Bowditch as a Business Development and Events Specialist, and in 2022, she was promoted to Business Development and Events Manager. In her new role, Newcomb is responsible for shaping Bowditch's overall marketing strategy and advancing its business initiatives.

"Cesira is an integral member of the Bowditch team who deserves to be recognized for her dedication and talent," said Tina M. Bussone, Chief Operating Officer of Bowditch. "When it comes to ensuring the firm's marketing and business development needs are met, Cesira always goes above and beyond to make Bowditch stand out. We're proud to offer her this well-deserved promotion."

As Director of Marketing & Business Development, Newcomb will oversee strategic planning for attorneys and practice groups, direct the firm's market positioning, and lead the development of thought leadership content for Bowditch's deep bench of talented attorneys.

"I am honored to not only receive this promotion, but to be a part of such an outstanding community at Bowditch," said Newcomb. "Having worked on Bowditch's marketing and business strategy for nearly ten years, I am proud to have witnessed how the firm has evolved. From upgrading our Worcester and Boston offices to hiring leading attorneys, Bowditch holds a 'go-to' team of expert lawyers who always make a lasting impact on the clients they serve."

Before Bowditch, Newcomb acquired a diverse marketing background, including working in industries such as intellectual property law, cable news, financial software, boating, and office furniture manufacturing. She received her bachelor's degree in Information Design and Corporate Communication at Bentley University, and she later received her master's in New Media and Marketing at Southern New Hampshire University.

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Bowditch is a highly regarded law firm handling sophisticated transactions, challenging litigation and complex regulatory issues for businesses, families and institutions throughout Massachusetts, the region and beyond.

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