

DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT

## Cesira J. Newcomb

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### OVERVIEW

Cesira Newcomb serves as Director of Marketing & Business Development and is responsible for shaping the firm's overall marketing strategy and advancing its business development initiatives. She oversees strategic planning for attorneys and practice groups, directs the firm's brand and market positioning, and drives the development and dissemination of thought leadership and other content that showcases the firm's capabilities.

Her role includes overseeing coaching and training initiatives, managing public relations and media engagement, developing proposals, and coordinating firm-wide seminars and industry events. Cesira serves as Bowditch's key connection to professional and trade organizations and partners closely with teams across the firm to elevate client service and enhance market presence.

### Before Bowditch

Cesira has a diverse marketing background from various industries, including intellectual property law, television, financial software, boating and office furniture manufacturing.

### AFFILIATIONS

- Member, Legal Marketing Association
- Member, Boston Bar Association

### EDUCATION

- M.A., Communications – New Media & Marketing, Southern New Hampshire University
- B.S., Information Design & Corporate Communications, Bentley University