

DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT

Jennifer A. Irvine

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OVERVIEW

Jennifer Irvine serves as Director of Marketing and Business Development at Bowditch & Dewey, where she leads comprehensive strategic marketing initiatives and business development operations for the firm. She oversees strategic planning and execution across individual and group levels, directs brand management and market positioning, and spearheads content development and distribution strategies that communicate the firm's capabilities while delivering exceptional client value.

Jennifer's leadership extends to coaching and training programs, public relations and media strategy, proposal development, and the coordination of seminars and industry events. She serves as the firm's primary liaison to industry trade associations and works collaboratively with multi-disciplinary teams to enhance client service delivery and market presence.

AFFILIATIONS

- 2025 Treasurer-Elect, Legal Marketing Association, Northeast Region

PREVIOUS

- Board member, Yankee Golden Retriever Rescue
- Board member, Worcester Center for Crafts
- Board member, ArtsWorcester
- Legal Marketing Association, New England Chapter
 - President
- Member, Board of Directors
- Museum of Fine Arts Boston
 - Museum Council Fellow
 - Steering Committee
 - Summer Party Host Committee

HONORS

- Excellence in Marketing, *Massachusetts Lawyers Weekly*, 2019
- Boston Future Leaders Program, Greater Boston Chamber of Commerce

ARTICLES & TALKS

TALKS

- “Managing a Website Project for Success,” Legal Marketing Association Northeast chapter, 2025

EDUCATION

- Marketing Strategy and Digital Marketing Certificates, Cornell University
- B.A. in Public Policy, Hamilton College