

JENNER & BLOCK

JeanMarie Campbell

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Overview

JeanMarie Campbell is a strategic business development and marketing executive with more than 25 years in the legal industry. As Chief Marketing and Business Development Officer at Jenner & Block, she leads the firm's marketing and business development function, partnering with lawyers across all offices to drive client growth and steer initiatives that advance the firm's business objectives.

JeanMarie brings extensive experience leading business development efforts, executing multifaceted strategies to drive growth, and building high-performing teams across law firms. Before joining Jenner & Block, she served as Head of Client Development and Chief Marketing Officer for North America at an AmLaw 50 firm, where she led the business development, marketing, and communications function for 16 offices in the United States, Canada, and Mexico. Previously, she held senior business development roles at two other AmLaw 50 firms, where she drove client-targeting initiatives, built key client programs, and coached lawyers on business development efforts.

Earlier in her career, JeanMarie practiced law for nine years before transitioning into lawyer professional development and strategy. She also served in a Chief Operating Officer role for a legal department at an asset management firm, where she managed the outside counsel budget and partnered with the General Counsel on law firm selection decisions.

A trained executive coach, JeanMarie has published and spoken extensively on client development and has collaborated with law schools, including Georgetown Law, on programming in this area.

JeanMarie holds a BA in political science from Fordham University, an Executive Coaching Diploma from New York University, and a JD from the New England School of Law.