



Jennifer A. Besada

DIRECTOR OF MARKETING
AND BUSINESS
DEVELOPMENT

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EDUCATION

St. John's University School of Law, J.D. (2005)
College of the Holy Cross, B.A. (2001)



Jennifer oversees WMH's marketing and business development functions, including brand building, practice development, client service, events planning, and communications. In addition to advising firm leadership on best practices, she develops strategic initiatives that drive growth and deliver exceptional value.

Prior to joining WMH, Jennifer was the Director of Marketing and Business Development for a New York-based media and entertainment law firm. In this role, she managed all marketing and business development programs and helped guide the firm's thinking on professional development, recruiting, integration, expenses, public relations, and communication strategies. Earlier in her career, Jennifer held director-level positions for several leading events organizers in the health care, telecommunications, and financial services sectors, among others.

Jennifer is fluent in Spanish.

Activities

Professional Affiliations

Legal Marketing Association (LMA)