

News

BCLP NAMES CHIEF MARKETING OFFICER

Oct 12, 2023

International law firm BCLP announced today the appointment of Alessandra Almeida Jones to the role of Global Chief Marketing Officer. Based in London, Alessandra most recently served as Global Marketing and Communications director for BCLP.

As global CMO, Alessandra will lead the firm's business development, marketing and communications function globally, effective immediately.

"Drawing on her extensive industry experience, Ale understands who we are as a firm, and our aspirations and opportunities for growth in the future," said BCLP Co-Chair Lisa Mayhew and COO Jason Marty. "Beyond this cultural and strategic alignment, Ale's ability to connect and collaborate with clients and colleagues will help strengthen how our platform delivers for our clients as we look toward our next phase of growth."

Alessandra has a strong track record in leading multi-disciplinary teams across geographies and delivering award-winning brand, marketing and business development initiatives for complex professional services firms. Prior to BCLP, Alessandra has held various senior roles at law firms such as Baker McKenzie, KWM, and Linklaters.

"I'm delighted for the opportunity to contribute to BCLP's momentum as we continue to focus on elevating our brand and driving the best channels to serve our clients," said Alessandra.

A native of Brazil, Alessandra has an MBA from Bayes Business School and is frequently sought as a speaker on marketing and diversity related topics.

MEET THE TEAM



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