HLB HOOPER LUNDY BOOKMAN

DIRECTOR, MARKETING & BUSINESS DEVELOPMENT

JENNIFER TURGEON

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> “What motivates me most is empowering others. Giving attorneys and professionals the tools, confidence, and opportunities to grow their practices and build lasting client relationships.”

Jennifer leads HLB’s integrated marketing and business development strategy, partnering with firm leadership to strengthen the firm’s market position, deepen client relationships, and support the firm’s long-term growth.

With more than 20 years of legal marketing and business development experience, Jennifer serves as a strategic advisor on business development, client engagement, communications, branding, and market positioning. She works closely with professionals across the firm to identify growth opportunities, develop strategic business development initiatives, and elevate the firm’s national profile in ways that strengthen relationships and generate new opportunities.

Known for her collaborative, approachable style, Jennifer combines strategy with practical execution to help attorneys build their practices and connect with clients in meaningful ways. She has led the firm’s evolution toward a more data-driven and technology-enabled approach to marketing and business development, implementing initiatives that measure results, support informed decision-making, and contribute to the firm’s continued growth.

EDUCATION

California State University at Northridge, B.A. 1999