



## Jennifer Turgeon

### Director of Marketing & Business Development

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#### EDUCATION

California State University at Northridge, B.A. 1999

**"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 oversees the firm's national profile and drives initiatives that expand client engagement, strengthen attorney visibility, and build enduring market recognition for the nation's largest law firm dedicated to providers and suppliers of health care.

With more than two decades of experience in professional services marketing, Jennifer has elevated HLB's brand through targeted campaigns, national media placements, and the launch of high impact thought leadership platforms. She has guided Chambers, Legal 500, and Best Lawyers submissions that consistently secure top rankings, while spearheading cross-practice business development strategies that connect attorneys, government relations professionals, and clients nationwide.

Jennifer is known for her ability to combine creativity with strategy by designing integrated marketing, PR, and digital programs that deliver measurable results. Her leadership extends beyond external visibility; she has cultivated a culture of collaboration, empowering professionals across the firm to build meaningful client relationships and sustained growth.