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Fletcher Tilton^{PC}

Attorneys at law

BIOGRAPHY**Christina Lamb**

Director of Marketing

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BIOGRAPHY

Christina directs the firm's marketing activity including advertising, seminars, publications, sponsorships, marketing materials, client outreach, and attorney support for business development. Christina was well-known to the firm before she took on the role of Director of Marketing in 2016. Prior to that, she helped set the strategic direction for the firm's marketing communications back in 2000, and wrote the firm's comprehensive long-copy brochure in 2001. Her extensive background in consumer marketing – both on the advertising agency side and on the client side – gives her a fresh view on the strategic role of business development.

Prior to joining the Fletcher Tilton team, Christina served as Director of Marketing for several consumer goods and retail companies, and in a senior account service role within the advertising agency world representing clients in many industries including hospitality, retail, real estate and consumer goods. Her background includes all forms of media marketing such as print, broadcast, outdoor, point-of-sale, web and direct mail for B2B, B2C, and internal communications.

Christina is a member of the Legal Marketing Association, and is a Phi Beta Kappa, Magna cum Laude graduate of UCLA with a joint B.A. in Latin and English.

Christina's assistant is Celia MacPherson, 508.459.8095 or cmacpherson@fletchertilton.com.

EDUCATION & CERTIFICATIONS

B.A., Latin and English, *Phi Beta Kappa, Magna cum laude*, UCLA

MEMBERSHIPS

Legal Marketing Association