

Jessica Grayson

Director of Practice Management & Lateral Growth

Philadelphia

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Jessica Grayson is a seasoned professional with substantive experience working in-house at global, midsize and regional law firms in leadership roles related to strategic growth.

Jessica oversees lateral growth practice management at Stradley Ronon and works closely with firm management on the acquisition and integration of partners and partner groups across the firm's practices and offices. She also collaborates with firm leadership on practice group planning and partner development initiatives.

A creative and forward thinker, Jessica is often invited to speak on panels and author articles on lateral partner growth and integration, strategic planning and business development.

She currently serves on the Executive Committee of the Legal Marketing Association (LMA) Northeast Region board and has previously served on the Nominating and Professional Advocacy committees.

SPEAKING ENGAGEMENTS

- Panelist, "CMO Series Represents — Embracing Equity: Harnessing the Power of Your Network," Passle
- Panelist, "Women Who Wow: CMO in Law Firms Roundtable"
- Moderator, "Identifying the Business Case for Diversifying Management Teams," Law.com Legalweek
- Panelist, "Laterals & Talent: Ensuring Successful Integration — Part 2," LMA Northeast Region
- Panelist, "Lateral Integration for the Next Gen Law Firm," LMA Midwest Region
- Panelist, "One Big, Happy Family — Integrating Laterals Through Strategic BD," LMA Northeast Region
- Moderator, "Succession Planning and Generational Divides: How Marketing Plays a Role," Law.com Legalweek

PUBLICATIONS

- "Integrating Lateral Attorneys: It's All in the Planning & Execution," *Attorney at Law Magazine*

MEMBERSHIPS

Member, Executive Committee, LMA Northeast Region (2023-2024)
Supporting member, National Association of Legal Search Consultants (NALSC)
Former member, Professional Advocacy Committee, LMA Northeast Region
Former member, Nominating Committee, LMA Northeast Region



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IN THE COMMUNITY

Jessica has held leadership roles, as both a troop leader and regional council member, for the Girl Scouts of Central and Southern New Jersey. She has also served as a volunteer coach for the Deptford Girls Softball League and literacy coach and mathematics tutor for the Deptford Township school system.

