



## Judith White

Director of Marketing

### Concord Office

530 Virginia Road, Concord, MA 01742

978.202.3258

Judy.White@hbsr.com

HAMILTON  
BROOK SMITH  
REYNOLDS  
Intellectual Property Law

### EDUCATION

- Babson College, B.S. in Marketing and Communications
- Bentley University, McCallum Graduate School of Business, M.B.A. in Marketing and Communications

### PROFESSIONAL ASSOCIATIONS

- Legal Marketing Association

Judy is seasoned marketing and public relations professional with a keen sense for implementing programs, driven by bottom-line results and backed by a strong entrepreneurial spirit. She has experience in strategic market planning, communications, public relations, product and brand management, and lead generation. Judy is also responsible for client retention, business development, digital marketing, event management, and website content/management. She is known for developing creative solutions to business requirements using proven project management and team building capabilities.

Judy is responsible for managing the firm's strategic marketing plan, including communications, branding, events, public relations and business development efforts for the entire firm and individual attorneys.

Prior to joining the firm Judy was Global Head of Marketing and Communications for TowerGroup, a subsidiary of Mastercard. Additionally, she has served as Marketing Manager for both Unica Corporation (now IBM) and Harte-Hanks Data Technologies, as well as Product Marketing Manager for BayBank.