



Senior Business Development Manager

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I'm a senior business development manager and am responsible for working with our legal teams to support and grow our client relationships.

I have over 20 years' marketing experience with regional, national and global law firms. At Cripps I provide strategic and commercial business development advice to teams across our business. I'm passionate about client care and enjoy building strong and lasting relationships with the people I work with, whether that is internally at Cripps or with our clients. I always try and see things from a client's perspective, making sure that we are delivering the best possible service at all times.

Areas of expertise:

- Business development
- Pitching
- Client relationship management
- Business development planning

Qualifications and memberships

- Chartered Marketer (2013)
- CIM Post Graduate Diploma in Marketing (2000)
- Member of Chartered Institute of Marketing (MCIM)

If I'm unavailable, please contact:



Rachel Smith

Marketing and Business Development Director

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