

NICK SMITH RECOGNIZED AMONG LEADERS IN LEGAL BRAND AND REPUTATION MANAGEMENT

Nick Smith, Director of Marketing and Communications for national law firm Armstrong Teasdale, has been recognized among 10 leaders in legal brand and reputation management by Counsel Collective, an executive leadership network and publishing platform that features leaders across legal, marketing, finance, technology, and other professional disciplines.

Smith was included in Counsel Collective's inaugural "Behind the Brand: The Legal Edition," which recognizes the marketing, communications, and public relations professionals shaping how law firms build and manage their brands and reputations. The recognition includes marketing leaders from several Am Law ranked firms.

The recognition comes as Armstrong Teasdale advances a number of firmwide brand and communications initiatives during its 125th anniversary year. The firm recently introduced a new tagline and updated brand standards, began work on a website redesign, and refreshed elements of its visual identity. The firm also launched a coordinated editorial campaign featuring bylined articles from Office Managing Attorneys in seven major markets.

Smith oversees all marketing and communications initiatives at the firm, including public relations, thought leadership, events, social media, advertising, website, and more.

View the full list of honorees at counselcollective.org.