

## Emma McKenna

BUSINESS DEVELOPMENT AND MARKETING MANAGER |  
LONDON



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### Emma is a senior business development and marketing manager.

Emma is the senior business development and marketing manager for the private client and tax teams, advising on the strategy and delivery of global marketing across our offices. This includes private client, tax, rural real estate, residential real estate and immigration teams.

She brings a diverse background of business development and marketing in professional services, including some time spent working directly for the types of clients we advise. In particular she focuses on the business development initiatives for the marketing team, and how we can get closer to our clients.

She leads the marketing for some of our key client groups, including family businesses, families and family offices and continental Europe - bringing together lawyers from across the firm and in different disciplines to deliver integrated marketing campaigns.

Her role is also to advise and coach the lawyers on their own business development, working with trainees through to partners on a number of initiatives.

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### Education

Brunel University, English and Drama BA (Hons)

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### Languages

English

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## Memberships

Professional Services Marketing Group

PM Forum

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## Key dates

Year joined: 2014

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