

Perkins Coie Welcomes Deborah Ruffins as Chief Marketing Officer

SEATTLE (January 13, 2020) – Perkins Coie is pleased to announce that Deborah Ruffins has joined the firm as chief marketing officer, responsible for leading all marketing and business development functions and initiatives.

"Deb has broad experience as a leader of business development and marketing teams for professional services firms," said Perkins Coie's Firmwide Managing Partner Bill Malley. "Her outstanding skills, experience and understanding of the changing legal industry will help advance the firm's commitment to exceptional client service."

Deb, who will be based in Perkins Coie's Seattle office, was previously global head of strategic initiatives at Hogan Lovells, where she launched the firm's go-to-market priorities. Prior to that, she led practice marketing and business development with responsibility for business strategy, marketing planning, and budgeting. Before joining Hogan Lovells, Deb led global business development efforts at Bingham McCutchen.

In addition to her law firm experience, Deb worked in the consulting field for nearly 20 years where she held leadership roles in marketing, business development, and sales at Accenture, PwC, and Deloitte & Touche. Deb received her B.S. in Finance from Fordham University.

"It's an incredible opportunity to join a firm like Perkins Coie that has such a strong reputation and collaborative culture, along with a roster of world-class clients across the world," Deb said. "I look forward to working with everyone at the firm to advance our marketing and business development efforts and raise the firm's visibility as a trusted advisor to the world's most innovative companies and industry leaders."

Perkins Coie is a leading international law firm that is known for providing high-value, strategic solutions and extraordinary client service on matters vital to our clients' success. With more than 1,200 lawyers in offices across the United States and Asia, we provide a full array of corporate, commercial litigation, intellectual property, and regulatory legal advice to a broad range of clients, including many of the world's most innovative companies and industry leaders as well as public and not-for-profit organizations.

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