



Jenna K. Schiappacasse

She/Her
Managing Director
Business Development & Marketing

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Jenna serves as Managing Director of the firm's Business Development & Marketing Department. In this role, she leads a team of business professionals focused on aligning innovative initiatives with the firm's global strategy to strengthen client relationships, consistently elevate the firm's brand, and identify opportunities to enable market growth.

Prior to Joining Winston, Jenna served as Director of Client Development & Strategic Growth at an Am Law 100 firm, where she led a team of business professionals in creating and executing client-focused initiatives aimed at improving service, driving revenue growth, and strengthening client loyalty. Strategizing alongside firm leadership and attorneys, Jenna identified growth opportunities, enhanced client satisfaction, and built collaborative client teams that delivered measurable results.

Jenna brings more than two decades of legal industry experience with a keen focus on client feedback and client experience, business development coaching, and leading highly efficient and effective teams.

Activities

A dedicated volunteer leader, Jenna has served in various leadership roles of the LMA Mid-Atlantic region since 2010, including as board president in 2019, and is currently a co-chair of the 2026 LMA Annual Conference. She served as co-chair of the Legal Sales and Service Organization's Conference in 2021 and currently serves on the organization's board of advisors. She also serves on the Board of Advisors for Kaitongo.

Related Insights & News

- Panelist, "Power in Pairs: A Collaborative Approach to Client Experience and Revenue Growth," CXps: Client Experience Professional Services Conference (June 13, 2025 | San Juan, PR)
- Panelist, "We Know We Need It, But How Do We Do It? A Roadmap for Developing an Effective Client Teams Program," Legal Marketing Association Annual Conference (April 24, 2025 | Washington, DC)
- Panelist, "Power in Pairs: A Collaborative Approach to Client Experience and Revenue Growth," Legal Marketing Association Midwest Regional Conference (October 2, 2023 | Chicago, IL)
- Moderator and Panelist, "Fishbowl Peer Exchange: Business Development and Coaching," Legal Marketing Association Annual Conference (April 25, 2023 | Hollywood, FL)
- Panelist, "Through the Looking Glass: Reframing Firms Through Key Lenses," Legal Marketing Association Southeast Regional Conference (October 27, 2022 | Savannah, GA)
- Speaker, "Striving for Excellence," *The Legal Slant Podcast* (August 18, 2021 | Webinar)