

## Shannon M. Peabody Joins Lippes Mathias Wexler Friedman LLP as Southeast Region Director of Marketing

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**JACKSONVILLE, FL** – Lippes Mathias Wexler Friedman LLP today announced Shannon M. Peabody has joined the firm as southeast region – director of marketing.

Ms. Peabody brings more than 15 years of expertise in strategic planning, marketing analytics, brand positioning, prospect targeting, new product launches, and marketing communications to her new role with the firm. Before joining Lippes Mathias, she was marketing director at Marks Gray, P.A. Ms. Peabody has a bachelor's degree in marketing from the State University of New York at Oswego. She also serves as secretary of the Jacksonville Legal Marketing Association.

Christopher A. Walker, partner-in-charge, Florida, said, "We are delighted to have Shannon lead our business development and marketing initiatives in our Florida offices. Her emphasis on identifying how to meet client needs fits perfectly with our firm's philosophy of providing optimal representation and service as true partners to our clients, helping them achieve their goals and ensure their success."