



Williams Mullen Hires Digital Marketing Executive Kristin Patterson as its First Chief Marketing Officer

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Williams Mullen announced today that Kristin Patterson has joined the firm as its first chief marketing officer. She brings the firm more than 15 years of experience running marketing at industry-leading corporations and advertising agencies. In her role as CMO at Williams Mullen, Patterson will lead the marketing and business development function and team in all of its offices in North Carolina, Virginia and Washington, D.C.

"We conducted an exhaustive national search and are delighted to have Kristin join our firm," said Thomas R. Frantz, president and CEO. "Her diverse background brings us best marketing and business development practices from outside the legal field that will help us strategically grow our firm, practice areas, and the regions and industries in which we focus."

Prior to joining Williams Mullen, Patterson served as the chief marketing officer for digital marketing agency Virilion in Washington, D.C. There she led their brand through a merger with RepEquity, a search engine optimization and online reputation management firm. Patterson also led marketing and product development for Fortune 32 health care leader WellPoint, Inc. and its subsidiary Anthem Blue Cross & Blue Shield in Virginia. She has managed both traditional and emerging marketing including advertising, branding, public relations, digital and social media. In addition, she has consulted with executive leaders nationwide on how to improve business results by leveraging internal communications and changing culture.

A native North Carolinian, Patterson is a graduate of the University of North Carolina at Chapel Hill with a degree in Journalism and Mass Communication. She serves the community through her volunteer work with Junior League of Richmond and The Campagna Center in Alexandria.

About Williams Mullen

Williams Mullen provides comprehensive legal services to regional, national and international clients. An AmLaw 200 firm with more than 300 attorneys and consultants and offices throughout North Carolina, Virginia and Washington, D.C., our firm is known for delivering innovative solutions to meet clients' needs and help grow their businesses. Close, trusted relationships have been the foundation of Williams Mullen's progressive approach since the firm was founded 102 years ago.

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