



Rebecca R. Edwards

Marketing & Business Development Manager

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Rebecca Edwards is a marketing & business development manager in Williams Mullen's Richmond office. She has more than 10 years of marketing and business development experience in the legal industry, including stints at McGuireWoods, Hunton & Williams and Hirschler Fleischer. She leads business development efforts for the firm's corporate, international, tax, private client & fiduciary services and economic development teams, and she also leads local marketing efforts in Richmond and Charlottesville.

Rebecca works with teams and attorneys to develop short-term and long-term business plans and identify strategic opportunities to execute those plans. She is adept at connecting the dots to find the right people to connect with, both internally and externally. She helps attorneys grow relationships with their clients and develops processes that streamline tools to enhance their practices.

Rebecca also helps attorneys raise their profiles through speaking opportunities; thought leadership initiatives; and large and small-scale events for industry clients and prospects.

She is a member of the Legal Marketing Association (LMA)'s Mid-Atlantic Regional Board of Directors, and, in 2014, she served as the president of the LMA's Virginia chapter. She earned her Bachelor of Arts degree from Elon University.

Education

- Elon University (B.A.)

Professional Affiliations

- Legal Marketing Association, Mid-Atlantic Region - Board of Directors
- Legal Marketing Association, Virginia Chapter - Past President (2014)