

CAREER WEBINAR | TUESDAY, JUNE 9, 2026

PERSONAL BRANDING, VISIBILITY & OPPORTUNITY: POSITIONING YOURSELF IN TODAY'S LEGAL JOB MARKET

Speakers:



MARISSA MARTIN

*Deputy General Counsel,
Beacon Bank*

 [LinkedIn](#)



CANDICE REED

EVP & Partner, Latitude

 creed@latitudelegal.com

 [LinkedIn](#)



MEGAN GROSSMAN

Partner, Latitude

 mgrossman@latitudelegal.com

 [LinkedIn](#)

Whether you're actively exploring new opportunities, seeking advancement within your current organization, or simply thinking about your long-term career path, professional visibility matters. During this recent webinar, panelists Marissa Martin, Candice Reed, and Megan Grossman shared practical guidance for attorneys looking to position themselves for future opportunities.

[Watch the recording on-demand.](#)

1

STAY OPPORTUNITY READY IN A CHANGING LEGAL MARKET

The legal market continues to evolve, with growing demand for attorneys who can combine legal expertise with business acumen, adaptability, and technology fluency. At the same time, career changes are not always planned—restructurings, leadership changes, burnout, and shifting priorities can create unexpected inflection points.

Key Takeaways:

- AI, regulatory complexity & business integration are reshaping legal careers
- Employers increasingly value business partnership, communication & adaptability
- Build skills, visibility & relationships before you need them
- Stay open to opportunities that may not follow a traditional career path

2

PERSONAL BRANDING IS NOT SELF-PROMOTION

Personal branding is often misunderstood. It's not bragging. It is helping others understand who you are, what you do well, what motivates you & the value you bring.

Practical branding strategies:

- Keep your resume & LinkedIn profile current
- Keep track of accomplishments, positive feedback & professional wins so you have real examples and stories to share in interviews and networking conversations
- Speak, write, or otherwise share your expertise
- Be authentic and consistent

3

NETWORKING IS RELATIONSHIP-BUILDING

Networking can happen through:

- Professional organizations (like ACC)
- LinkedIn
- Community involvement
- Hobbies and personal interests
- Relationships within your current organization, both in and outside of the legal department

Make networking more effective:

- Focus on meaningful conversations, not collecting contacts
- Follow up after events
- Stay connected throughout the year
- Don't wait until you need a job to build relationships

4

VISIBILITY DRIVES OPPORTUNITY

Doing excellent work matters. Making sure others understand the value of that work matters too.

Ways to build visibility:

- Deliver practical, business-oriented advice
- Build relationships across departments
- Volunteer for strategic initiatives
- Stay active in professional organizations
- Share expertise internally and externally
- Communicate in business language, not just legal language

5

FINAL ADVICE FROM THE PANEL



Be authentic. Take the time to understand what energizes you and what you want from your career.



Be brave. Remain open to opportunities that may look different from your original plan.



Be intentional. Set goals, create a plan, and take consistent action toward the future you want.