

WEBINAR

*June 9, 2026, 12:30 p.m. - 1:30 p.m. ET*

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



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# Agenda

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- **Inflection Points:** Reasons why you may be considering a job change
- **Market Trends:** Understanding today's hiring landscape
- **Visibility & Positioning:** Building a professional brand that creates opportunity

## Poll Question:

# What is your current career mindset?

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- I am actively seeking a new position.
- I occasionally daydream of changing jobs and like to keep my eyes and ears open for new opportunities, but I'm not actively searching.
- I would like to be promoted to a new role within my current company.
- I know I'll likely make a job change within the next few years, but not any time soon.

# Why You Might Reassess Mid-Career

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Change in priorities or personal circumstances



Career advancement



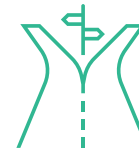
More flexible schedule



Burned out



Desire for better compensation



Misaligned values

# In your career journey, setbacks and growth alike are opportunities

## Detours & Roadblocks

- Layoffs, restructurings, or acquisitions → reframe as growth
- Explain gaps or short tenures
- Show resilience, not bitterness

## Internal Growth

- Build visibility and advocacy
- Gain management experience
- Broaden skills: cross-functional roles, business knowledge



# Why This Market Creates Opportunity

Organizations increasingly rely on legal departments as strategic business partners – creating opportunity for attorneys who are visible, adaptable, and business-oriented



- Regulatory change, AI adoption, labor issues, and business uncertainty are increasing demand for sophisticated in-house legal guidance
- Companies are investing in stronger internal legal capabilities and more strategic legal operations
- Attorneys who can communicate business value (not just legal expertise) are increasingly standing out internally and externally

*(Thomson Reuters, State of the Corporate Law Department, 2026)*

*(Georgetown Law and Thomson Reuters, State of the US Legal Market, 2026)*



# What's Shaping Opportunity in Today's Job Market?

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## National hiring and pay trends

- Private employers added 122,000 jobs in May 2026, reflecting steady hiring momentum heading into summer
- Pay growth steady (~4.4% YoY): Strong candidates retain leverage to negotiate compensation confidently
- Hiring continues, but employers are increasingly selective about fit and business impact.

*(ADP National Employment Report, May 2026)*

## What legal employers are prioritizing

- AI and technology adoption
- Regulatory and compliance expertise
- Business partnership and communication skills
- Adaptability and cross-functional collaboration

*(Thomson Reuters, State of the Corporate Law Department, 2026)  
(Georgetown Law and Thomson Reuters, State of the US Legal Market, 2025 & 2026)*

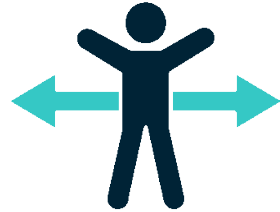


# “Human Skills” Growing in Demand

*Georgetown Law and Thomson Reuters, 2025*



Problem solving



Adaptability to change



Creativity



Negotiation



Enthusiasm for new tech



Resilience



Communication



Emotional intelligence



Efficiency



Proactivity





**Personal branding is not self-promotion. It is helping others understand the value you bring.**

## Poll Question:

# How often do you update your resume?

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- Once a week, okay sometimes daily . . . it's my way of manifesting a new job.
- Once a year, in the week between Christmas and New Year's Eve when the office is quieter than usual.
- I last updated my resume 5 years ago, when I applied for my current position.
- I don't have a resume.

# Branding Strategies

## Keep your materials current



- Update your resume regularly
- Highlight results, not just responsibilities

## Strengthen your online presence



- Maintain a complete LinkedIn profile
- Ensure your profile aligns with your resume
- Audit your online presence across platforms for consistency and credibility

## Showcase your expertise



- Speak, write, present, or contribute to industry conversations
- Remain open to conversations and opportunities to share your insights

## Be consistent & authentic



- Identify your core strengths
- Tell a consistent story about who you are and what you bring

# LinkedIn Profile Audit Checklist

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## Professional basics

- ✓ Professional, current profile photo
- ✓ Clear headline that reflects your role and expertise

## Visibility & positioning

- ✓ About section reflects your professional story (not just a summary of your resume)
- ✓ Skills align with your target opportunities
- ✓ Recommendations that highlight your strengths

## Experience & credibility

- ✓ Current position and responsibilities
- ✓ Recent accomplishments and results
- ✓ Up-to-date licenses, certifications, and education

## Professional presence

- ✓ Featured content is current and relevant
- ✓ Recent activity reflects your interests and expertise
- ✓ Profile is consistent with your resume and professional bio

## Poll Question:

# How often do you network?

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- Never, I hate cocktail parties; they take me back to middle school lunches and trying to find a seat in the cafeteria.
- I try to attend an ACC event at least once a quarter.
- I'm a social butterfly . . . if you invite me, I'll be there.
- I tend to stay away from networking events until I'm looking for a job.



# Networking Strategies

## Be intentional



- Set goals before attending events
- Focus on meaningful conversations over collecting contacts

## Stay consistently connected



- Follow up after meetings and events
- Engage with your network throughout the year

## Expand beyond legal circles



- Participate in business, community, and industry groups
- Cultivate relationships across disciplines

## Leverage LinkedIn & recruiters



- Engage thoughtfully online
- Maintain relationships with recruiters and professional contacts





# Networking Within Your Current Company

# The Visibility Gap

(Thomson Reuters, 2026)



# The Visibility Gap - What You Can Do About It



## Unlocking Capacity

- Managing workload effectively
- Improving processes
- Using technology and AI effectively
- Delivering legal solutions efficiently

## Deploying Capacity

- Connecting legal work to business outcomes
- Communicating in business language
- Building relationships across the organization
- Being included in strategic conversations

([Thomson Reuters](#), 2026)

## Takeaway:

Increasingly, career growth comes from being seen as a strategic contributor, not just a reliable executor



# How To Build Visibility In Your Current Role

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Consistently deliver practical business-oriented advice



Build relationships across your organization



Volunteer for strategic initiatives



Stay active in professional associations



Cultivate relationships before you need them



Share expertise internally and externally



# Resources

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- **On-demand webinars**

- [Navigating Mid-Career Transitions with Clarity and Confidence](#)
- [The Influential Counsel: Mastering Personal Branding in the Corporate World](#)

- **Podcasts**

- [The Legal Department](#) with Stacy Bratcher
- [Becoming the GC](#) with Joseph Schohl
- Leveraging Latitude | [Winning Strategies for Hiring and Job-Seeking in the Legal Job Market](#)
- Leveraging Latitude | [Legal Recruiting Today & The Value of Being Brave \(& Intentional\) In Your Career Assessment](#)
- Leveraging Latitude | [Inside Contract Engagement Work](#)

- **Articles**

- [Interview Tips for Attorneys: Telling a Compelling Career Story](#)
- [Crafting a Standout Resume](#)
- [10 Interview Tips for Aspiring General Counsel](#)
- [7 Interview Tips for Attorneys Seeking In-House Counsel Jobs](#)
- [7 Dos and Don'ts When Looking for a Law Firm or In-House Counsel Job in a New Market](#)



# Thank you!



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