

# Jenni Garrison

## **Business Development & Corporate Communications Director**

West Palm Beach  
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(561) 804-4350



### **Education**

- Auburn University, B.A., magna cum laude

## **Overview**

Jenni Garrison is Gunster's Director of Business Development and Corporate Communications. She is responsible for firmwide business development initiatives, including attorney coaching, business development planning at the practice/industry group and individual attorney levels, managing and executing the firm's client feedback program, as well as a variety of other strategic new business and cross-selling initiatives.

Additionally, Jenni implements the firm's corporate communications strategy, oversees media programs and leads special projects in coordination with the firm's overarching long- and short-term strategic plan. She is focused on creating and optimizing visibility for the firm and Gunster attorneys throughout Florida, the legal industry and other relevant spheres of influence.

She is valued for her ability to identify opportunities to leverage the Gunster platform across professional development endeavors.

Jenni is a people-person who is intuitive and quick to understand the strengths of individuals and quickly establishes rapport and critical communication with most people. When it comes to problem-solving, Jenni is highly-adept in anticipating, identifying and mitigating potential issues, problems, or roadblocks to progress.

Jenni is at her best when taking on major initiatives that offer the potential for expanded ROI. Her inherent ability to assemble the right team for the task at hand is complemented by her understanding of how other communications and marketing endeavors overlap to realize bigger picture success. A proven consensus builder, Jenni really enjoys the challenge of realizing tangible goals through people – even when the challenge at hand involves creating synergy among divergent points of view.

Beyond her work, Jenni is engaged in her community through volunteerism for programs and projects she is passionate about. She has served many years in a variety of leadership roles with organizations such as Leadership Palm Beach County, the West Palm 100, and SunFest. She is a former Guardian ad Litem for Palm Beach County and a committee member for the Big Brothers Big Sisters of Palm Beach County.

Jenni joined Gunster in September 2010 and from 2013 to 2021, served as its Director of Marketing and Corporate Communications. Prior to joining the firm, Jenni worked for the Florida governor's office managing economic development projects across the state and as a communications director within the Secretary's Office of the Department of the Interior in Washington D.C. She has strategic planning, consulting and management experience for a variety of clients, including political campaigns, not-for-profit organizations and small businesses. A proud alumna of Auburn University, she began her career in advertising and public relations in a boutique agency in Birmingham, Alabama.

## **Professional Associations & Memberships**

- Legal Marketing Association, 2012-present
- BioFlorida, Government Affairs Committee, 2008-2010
- Gold Coast PR Council

## **Civic & Community Service**

- Leadership Palm Beach County, Class of 2014, board of governors, 2014-2019
- SunFest, board of directors, 2011-2017
- 15th Judicial Circuit, Guardian Ad Litem volunteer, 2009-14
- Foundation for Community Betterment, founding member and board of directors, 2009-12
- West Palm 100, board member, 2008-14, board chair, 2013-14
- Big Brothers Big Sisters of Palm Beach County, Big Sisters Luncheon Committee, 2008-10