



Patricia H. Picquet

DIRECTOR OF MARKETING

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MY PROFILE

As Director of Marketing at the Raleigh-based law firm of Smith Debnam, Patricia is responsible for the day to day operations of the firm's marketing department, assisting firm management and individual practice groups in the development of marketing objectives and tactical plans. Patricia continuously develops, executes, monitors, and evaluates the firm's marketing efforts, as well as assists individual practice groups with specific initiatives. A seasoned marketing executive with agency and corporate experience spanning 26 years, Patricia joined Smith Debnam in 2014.

MY CREDENTIALS

Education

- Achievers 1, Bell Leadership Institute, 2011
- North Carolina State University, 1989-1992
- Campbell University, 1988-1989

Professional Affiliations

- *Chair*, [Raleigh-Greensboro-Triad Local Steering Committee - Legal Marketing Association](#), 2017;
- *Vice-Chair*, Raleigh-Greensboro-Triad Local Steering Committee - [Legal Marketing Association](#), 2016;
- [Legal Marketing Association](#), *Member* - 2014 to present
- [International Society of Primerus Law Firms](#) - *Marketing Section Member*, 2014 to present

Awards & Recognition

- [TBJ Women in Business - 2011 Award Winner](#)

CONTACT US

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