

## Zofia Jasnikowska

MARKETING AND BUSINESS DEVELOPMENT MANAGER |  
LONDON

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### Zofia is a marketing and business development manager, specialising in dispute resolution.

She supports the global disputes practice, with a particular focus on Europe and the BVI. She assists with strategic business planning, personal and team business development, marketing campaigns and initiatives, new business opportunities and both internal and external communication. The dispute resolution practice includes commercial litigation, white collar defense and investigations, international arbitration, public international law, employment, media, privacy and reputation management, trust and succession disputes and divorce and family.

Having worked in the legal sector for 6 years, Zofia brings unique insight, experience and understanding to her advisory role. She works closely with divisional leaders, partners, associates and secretaries to spot opportunities for business development and enhance existing and new client relationships. She also supports some of the firm's key sectors and regions, including Russia, Ukraine and the CIS and leaders and senior executives, collaborating with lawyers to deliver integrated global campaigns.

Zofia oversees the firm's global legal directories, coordinating content, submissions and budgeting across Europe, Asia Pacific and the US.

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## Education

Chartered Institute of Marketing, Certificate in Professional Marketing (Distinction)

University of Exeter, Classical Studies BA (Hons)

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## Languages

English

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## Memberships

Professional Services Marketing Group

PM Forum

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## Key dates

Year joined: 2015

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