

Chief Marketing Officer

504.582.8438

Fax: 504.589.8438

cthomas@joneswalker.com

### Education

Bowling Green State  
University, M.O.D., 2000;  
with honors, Beta Gamma  
Sigma

University of Denver, M.P.A.,  
1975; with honors, Sigma  
Iota Epsilon

University of Denver, B.A.,  
1974

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As Chief Marketing Officer at Jones Walker, Carol Todd Thomas directs the firm's marketing and client services programs, public relations, business development efforts, competitive intelligence and market research, marketing planning and strategy development, and execution of client service and marketing programs.

Ms. Thomas holds a trademarked change management process, A<sup>7</sup>®, which she developed for instituting rapid large-scale change within organizations. She is trained in the use of the Predictive Index™ assessment tool.

Prior to joining Jones Walker, Ms. Thomas served as Chief Marketing Officer at Fowler White Boggs Banker, a Florida law firm. Ms. Thomas previously has served as Chief Client Relations and Marketing Officer at Powell Goldstein LLP; as Chief Operating Officer at two law firms in Ohio and one in Pennsylvania; and as Development Director for the international law firm of Squire, Sanders & Dempsey. Before entering the field of law firm management and marketing, Ms. Thomas served as president of a computer software company, as city manager to two municipalities in Pennsylvania, and in government positions in the state of New York.

Ms. Thomas speaks frequently on topics of marketing, technology, and change management, and has published several professional articles. She recently completed a chapter on the role of a CMO in law firms for Aspatore Books' *Inside the Minds* series.

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### Presentations

- "What Lawyers Need to Know About Social Networking"  
June 2009

#### **Publications**

- "Qualified School Construction Bonds Building Mississippi Schools"  
*The Mississippi Business Journal*, 2009
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#### **Memberships**

- American Marketing Association
  - Association of Legal Administrators
  - Legal Marketing Association
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