



PRISCILLA MARTINDALE, MARKETING & BUSINESS DEVELOPMENT MANAGER

Priscilla is a senior business development and marketing professional with 15 years' experience in firm management. She joined Richards Buell Sutton LLP in 2016 as the Marketing & Business Development Manager. As head of the department, she is responsible for overseeing the operations across two offices; Vancouver and Surrey.

She collaborates with the firm's executive team and stakeholders to plan, lead and implement strategic client-centred initiatives that drive business, and align with the firm's goals, values and culture. Priscilla provides direction to practice group leaders through strategic planning and goal-setting, and supports the firm's associates through business development coaching and mentorship. In this capacity, in 2021/2022 Priscilla was invited to be a guest lecturer for law students at the University of British Columbia's Allard School of Law on "The Business of Law".

Priscilla is also responsible for all external corporate communications that broaden and elevate the firm's brand position in the market, including sponsorships and strategic campaigns.

INDUSTRY INVOLVEMENT:

She is an active member of the BC Legal Management Association (BCLMA), and was a panel presenter in 2022 discussing business development for a hybrid world. Most recently, Priscilla was selected to be a member of the 2023/2024 BCLMA Conference Committee and is the Co-Chair of Programming.

Priscilla is a member of the Legal Marketing Association (LMA). On numerous occasions she's been a presenter and panelist, and has authored articles published in industry publications. Priscilla has served 4 consecutive LMA Board terms including President, Past-President, and Co-Chair of Programming for the Canadian Region. As Past-Chair of the Western Canadian Region Nominating Committee for 2 terms, she led Chapter and City Groups to a regional structure and identified the new Board of Directors slate. Priscilla was also invited to be the sole Canadian representative to join both a judging panel in Chicago, Illinois, for LMA's "Your Honor Awards"; a



program honouring innovative marketing by members of the legal marketing community, and the International Legal Marketing Association's Diversity and Inclusion (D&I) Committee, where she was in this role from 2019 - 2022.

ON A PERSONAL NOTE:

Passionate about life, Priscilla lives life to her fullest and cares deeply for her family, friends and colleagues. Outside of the office, she can be found digging in her garden, power-walking through Vancouver's Queen Elizabeth park, riding her cruiser bike around the city, or on a tennis court with her husband Brian and their tennis "crew". And if you don't find Priscilla there, she'll be on a dance floor!

PROFESSIONAL AFFILIATIONS

Legal Marketing Association, 2009 - present BC Legal Management Association, 2009 - present

NEWS

March 9, 2023

Happy International Women's Day!

EVENTS

January 24, 2022

Priscilla Martindale Presents to BC Legal Managers Association: Business Development for a Hybrid World

December 3, 2021

RBS Supports UBC's Law Student Campaign

PUBLICATIONS

July 30, 2021

I Am Here: Pronoun Visibility and Why It Matters