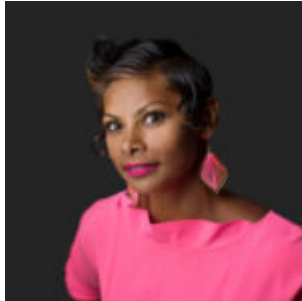




**RICHARDS
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Established in 1871



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Languages

English

PRISCILLA MARTINDALE, MARKETING & BUSINESS DEVELOPMENT MANAGER

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

In collaboration with the Management Committee and stakeholders, Priscilla provides direction to practice group leaders through business goal-setting. She plans, leads and implements strategic client-centered marketing initiatives that drive business growth. She is responsible for all external corporate communications that broaden and elevate the firm's brand position in the market, including sponsorships, print and digital advertising, social media, and event management.

Priscilla oversees the day-to-day operations of the department, and supports the firm's associates and students through business development mentorship.

Priscilla is a member of the firm's Equity, Diversity and Inclusion Committee.

INDUSTRY INVOLVEMENT

In 2024, Priscilla was elected to the BC Legal Management Association (BCLMA) Board of Directors. A non-profit whose membership base consists of more than 180 firms and over 600 members in leadership positions, the BCLMA provides professional development, mentorship, information exchange, and networking opportunities for legal professionals. Directors of the Board lead in all areas of strategic planning and fiscal responsibility.

Priscilla is a member of the Legal Marketing Association (LMA), serving four consecutive Board terms including President, Past-President, and Co-Chair of Programming for the Canadian Region. She was also Past-Chair of the Western Canadian Region Nominating Committee for 2 terms. In this capacity she led Chapter and City Groups to a regional structure, and identified the Board of Directors slate.



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She was 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 inaugural Diversity and Inclusion (D&I) Committee from 2019 - 2022.

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!

PRESENTATIONS

"Keys to Successful Client Development" - Co-Presenter (with Silvana Facchin, Chair of RBS' Business Law Group), Centre for Business Law, Peter A. Allard School of Law, The University of British Columbia, October, 2024

"Canada: Navigating Succession Planning in Law Firms" - Panelist, Legal Marketing Association, January, 2024

British Columbia Legal Management Association - Emcee, Biennial Conference, April, 2024

"The Business of Law" - Guest Lecturer, Centre for Business Law, Peter A. Allard School of Law, The University of British Columbia, November, 2022

"Business Development in a Hybrid World" - Panelist, Legal Marketing Association, January, 2022

"The Business of Law" - Guest Lecturer, Centre for Business Law, Peter A. Allard School of Law, The University of British Columbia, November, 2021

"Diversity & Inclusion - A Road Map to Start Conversation", Legal Marketing Association, May, 2019

"Moving the Business Development Needle with Fusion" - Presenter, Legal Marketing Association, May, 2017

ARTICLES

“Preparing the Next Generation of Lawyers: Associate Business” – British Columbia Legal Management Association, Topics Newsletter – September, 2023

“I Am Here: Pronoun Visibility and Why It Matters” – BC Workplace Blog – July, 2021

“Looking Through the D&I Lens: How Video Drives Jackson Walker’s D&I Initiatives” – JD Supra (first Published in LMA’s Newsletter, Voices) – September, 2020

DIRECTORSHIPS

Director, British Columbia Legal Management Association, April 2024 – Present

PROFESSIONAL AFFILIATIONS

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

NEWS

May 10, 2024

Priscilla Martindale Elected to the BCLMA Board of Directors

May 8, 2024

A Proud Sponsor of SBOT’s Women in Business Awards

March 9, 2023

Happy International Women’s Day!

EVENTS

December 12, 2024

Empowering Future Lawyers: Insights on Business Development from Industry Leaders

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



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