



Amy C. Davis

Director of Marketing



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Amy C. Davis is the Director of Marketing at Sills Cummis & Gross. In this position, she works with firm leadership to develop and implement firmwide marketing and business development initiatives.

She joined the legal marketing field in 1997 and since then has handled the vast array of responsibilities associated with legal marketing. Over the years, her responsibilities have included creating and executing business development plans (for individuals, practice groups and industry groups), responding to requests for proposals, writing brochures and marketing pieces, performing research and knowledge management, handling media and public relations, placing articles in national and regional publications, implementing client relationship management systems, and overseeing website, logo and collateral material redesigns, among many others.

Ms. Davis began her law firm marketing career at Cadwalader, Wickersham & Taft in New York, after which she moved to Gibson, Dunn & Crutcher's New York office to serve as a Marketing Manager. Prior to joining the legal marketing field, she was a Research Analyst at a real estate investment management company headquartered in New York.

Affiliations

Member, Legal Marketing Association

Volunteer, Girl Scouts Heart of New Jersey

Education

B.B.A., Marketing, Western Michigan University