

Baretz+Brunelle Expands Strategic Marketing Capabilities and Chicago Presence with Addition of Nathan Jenks

CHICAGO – November 16, 2017 – Baretz+Brunelle today announced the expansion of its Chicago office with the hiring of veteran professional services marketer Nathan Jenks as a managing director.

Jenks adds significant strength to Baretz+Brunelle’s marketing strategy services, as well as its digital marketing capabilities. He will help lead the New York-based agency’s growth in brand strategy and digital and content marketing solutions for professional services and legal technology companies.

Jenks comes to Baretz+Brunelle from global consulting firm Navigant, where he led marketing and international growth initiatives for the firm’s Disputes, Forensics & Legal Technology practice. Prior to that, he was head of brand and corporate communication for ZS Associates, a global sales and marketing consultancy, where he spearheaded the firm’s comprehensive rebranding.

Over his nearly 20-year career, Jenks has developed a particularly deep background in building content marketing, public relations and event sponsorship strategies targeting complex, highly regulated industries, including legal, financial services, healthcare and life sciences.

“Our clients are asking their agencies and advisors to bring a broader range of integrated marketing and communications solutions to the table every day as they feel the pressure to demonstrate results – often with fewer resources,” B+B co-founder Spencer Baretz said. “Nathan is a natural fit to help address this challenge. He is a strategic thinker with an impressive track record of leading go-to-market campaigns and reputation-building initiatives. And as a former in-house marketing leader, he is intimately familiar with the daily challenges our clients face.”

“I could not be more excited to join Baretz+Brunelle at a time when so much is evolving, not just in marketing and communications, but in technology and the industries we serve,” Jenks said. “As a former B+B client, I saw firsthand the firm’s creative thinking and expertise, and I am so proud to be part of such a top-notch team.”

Jenks earned his undergraduate degree in corporate communication from Ithaca College. He also has studied and performed at some of Chicago’s famed improv institutions, including The Second City and iO.

About Baretz+Brunelle

Baretz+Brunelle is a corporate communications agency that helps its clients be respected, trusted and remembered, the three things all great companies want to be. Baretz+Brunelle’s clients are elite law firms, top financial advisors and leading corporations. From its offices in New York, Boston, Chicago, Charlotte, Detroit, Los Angeles, Richmond and Houston, the firm uses a variety of tactics tied directly to business strategy that help clients break through the clutter and showcase their expertise, demonstrate their value, and influence their markets. For more information, visit www.baretzbrunelle.com.

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