

# NICOLE RODGERS HOUSTON

MANAGING DIRECTOR

703 328 6242

[nhouston@baretzbrunelle.com](mailto:nhouston@baretzbrunelle.com)

Nicole is a legal marketing veteran with more than 20 years of experience managing the marketing, PR and business development efforts for some of the world's most prestigious law firms. As the former head of marketing communications for Arnold & Porter, Nicole understands the communications challenges faced by today's law firms and their in-house marketers. She previously held similar leadership positions at Crowell & Moring and Pillsbury (then Shaw Pittman).

At her prior firms, Nicole helped lead the communications efforts behind many high-profile law firm mergers, office openings and lateral hires. A skilled collaborator with law firm leaders, she has significant experience working across offices to raise the visibility of individual professionals, practice groups and law firm brands. Through issues-based PR campaigns and other initiatives, she consistently secures strategically important media attention and positions law firms for greater business opportunity with existing and potential clients.

Nicole graduated from Pennsylvania State University and received an MBA from George Mason University. She leads Baretz+Brunelle's Washington, D.C. office.



[linkedin.com/in/nicole-r-houston](https://www.linkedin.com/in/nicole-r-houston)



[@nrhouston](https://twitter.com/nrhouston)