

Perkins Coie Adds Deborah Ruffins as Chief Marketing Officer

Deborah Ruffins has joined Perkins Coie as chief marketing officer, responsible for leading all marketing and business development functions and initiatives.

Ruffins, who will be based in Perkins Coie's Seattle office, was previously global head of strategic initiatives at Hogan Lovells. Prior to that, she led practice marketing and business development with responsibility for business strategy, marketing planning, and budgeting. Before joining Hogan Lovells, she led global business development efforts at Bingham McCutchen.

In addition to her law firm experience, Ruffins worked in the consulting field for nearly 20 years where she held leadership roles in marketing, business development, and sales at Accenture, PwC and Deloitte & Touche. She received her B.S. in Finance from Fordham University.