Former Legaltech News Editor Erin Harrison Joins Baretz+Brunelle

Baretz+Brunelle, a strategic communications agency, announced that Erin Harrison, former editor-in-chief of ALM's Legaltech News and InsideCounsel, has joined the firm as a managing director.

In a release, the firm said Harrison will lead Baretz+Brunelle's legal technology practice and focus on the development of the firm's digital content strategies for existing and future clients – both natural areas of focus, given her deep ties to the fast-growing legal technology sector and extensive experience in digital media, including content strategy, SEO and social media.

The release continues:

> A veteran journalist and publisher, Harrison served as editor-in-chief of American Lawyer Media's Legaltech News and InsideCounsel and directed the multimedia editorial coverage of ALM's global events, including two of its flagship events, Legaltech and cyberSecure. She also played an integral editorial leadership role in developing and implementing ALM's digital media campaigns, directing the content strategy for the launch of new digital products including digital news packages, webcasts and websites.
>
> "There is so much opportunity now in the law firm space where competition is the fiercest it's ever been, and that could not be more true than in the legal tech sector and law firms' digital marketing efforts," said Spencer Baretz, founding partner of Baretz+Brunelle. "Erin is the perfect leader to expand our firm's reach in these two areas."

Harrison directed the development, strategy and editorial operations of ALM's contributed content, special sections, digital products and global event coverage strategy across the company's legal, insurance, financial and real estate verticals serving more than 2 million visitors per month. Named among the 2016 Folio Top Women in Media, Harrison was recognized as a "Director-Level Doer" for her collaborative approach to building new digital media products and for elevating the Legaltech News brand. She also served as a member of the Legaltech Advisory Board and was a frequent moderator at Legaltech, the world's largest and most prestigious legal technology event.

"I wanted to join a top communications firm where I could not only leverage my experience in journalism and the legal industry, but also become part of a smaller organization that feels more like a family," Harrison said. "I am thrilled to join such an extraordinary team of seasoned communications leaders at Baretz+Brunelle and to help expand its services and enhance its impressive brand."

"Erin is one of the most well-respected journalists in the legal industry and we always enjoyed working with her in that capacity. We can't wait to work with her every day as a member of our team," said Cari Brunelle, founding partner of Baretz+Brunelle.

Join Our LinkedIn Group