



Jacqueline Martin

Chief Marketing and Business Development Officer

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Jacque is the Chief Marketing and Business Development Officer at FBT Gibbons, where she leads a creative and dynamic team focused on all aspects of business development, communications and marketing in support of the firm's strategic goals and client service programs. She works closely with firm leaders to identify and capitalize on unique strengths, differentiators and opportunities to elevate the firm's position in key markets.

Jacque brings a wealth of experience, having worked in the legal industry for more than two decades. This includes senior business development and practice management positions at AmLaw 20 firms, where she led innovative client-centric initiatives, collaborated with industry leaders and strategically analyzed key performance indicators and business trends. Jacque also has significant experience developing and implementing firmwide training and coaching programs, core marketing and communications initiatives, community and association partnerships and customized client service and educational programs. She has unique, global experience, having lived in Europe and the Middle East, and has been responsible for helping to establish and expand offices and practices across the United States, Europe, Africa and Asia.

Jacque's passion is identifying strengths and differentiators in organizations and people and finding creative ways to convey those characteristics to the market. Outside of the office, she enjoys fostering dogs for Houston area animal rescue organizations, cheering on her favorite sports teams and spending time with family.

Other Info About Jacque

Education

George Washington University, MS, Professional Services Management

University of Washington, BA, Communications and Political Science, with minor in German

Lean Six Sigma Certified

Recognition

Top 25 Women Chief Business Development Officers of 2025, *Women We Admire*

Stephen R. Chitwood Distinguished Scholar Award

Professional Affiliations

Legal Marketing Association

Women's Energy Network

Civic Activities

Active volunteer work with:

Rescued Pets Movement

The Learning Center

Dress For Success

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