

# PEOPLE IN THE NEWS

## ELECTED AND APPOINTED



**Nigel A. Greene**, a partner in **Rawle & Henderson's** Philadelphia office, was appointed vice chair of the **American Bar Association's** tort trial and insurance practice section

**GREENE** (TIPS) commercial transportation litigation general committee for the 2016-17 fiscal year.

Greene focuses his practice on the defense of commercial motor vehicles, municipalities, commercial general liability and premises liability matters.

## EVENTS

On Sept. 15, the metropolitan Philadelphia chapter of the **Legal Marketing Association** is set to host the, "Who Are You Really? Getting to the Heart of Your Law Firm Brand" program at **Montgomery McCracken Walker & Rhoads'** 123 S. Broad St. Philadelphia office.

The session intends to incorporate examples of innovative brand identities from within and outside the legal industry and relay the details of conversations with two law firm CMOs about how they see law firm brands evolving to more effectively captivate target audiences.

Attendees will learn to:

- Develop the bedrock of their brand by evaluating their law firm's culture and values.

- Effectively convey their brand through visuals and voice.

- Strategize and create content and experiences that reflect their brand.

Scheduled speakers include: **Terry M. Isner**, president of marketing and business development at **Jaffe**; and **Ian H. Turvill**, chief marketing officer of **Freeborn & Peters**.

For members of LMA the program is free, for nonmembers the cost is \$25 to attend.

To register, visit [www.legalmarketing.org](http://www.legalmarketing.org).

## ADDITIONS



**FARANDA-DIEDRICH** **Royer Cooper Cohen Braunfeld** added partner **Matthew P. Faranda-Diedrich** to the firm's litigation practice.

Faranda-Diedrich joined Royer Cooper after spending the first 10 years of his legal career at Philadelphia-based **Dilworth Paxson**. Faranda-Diedrich counsels a broad base of clients, from individuals, startups and early-stage ventures, to national and

multinational Fortune 500 companies, in a wide variety of matters, including litigation strategy, corporate advice, insurance coverage and defense, transactional guidance, outside general counsel and buy/sell transactions.

The 2006 **Temple University's Beasley School of Law** graduate will work out of Royer Cooper's Philadelphia office.

## ANNOUNCEMENTS

The Legal has extended its Pennsylvania

Litigation Departments of the Year deadline to Wednesday.

We will be honoring the top general litigation departments, as well as specialty areas including: Intellectual Property; Products Liability/Mass Torts; Labor and Employment; Insurance; Professional Liability; Class Action and Appellate Law.

All materials are due by Wednesday.

For a more detailed set of instructions, contact Kristie Rearick via email at [krearick@alm.com](mailto:krearick@alm.com) or call 215-557-2449. •

All potential items for

People in the News should be addressed to

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