WIGGIN

WIGGIN AND DANA



Kristin Coda

CHIEF MARKETING AND BUSINESS DEVELOPMENT OFFICER

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Kristin Coda serves as Wiggin and Dana's Chief Marketing and Business Development Officer. She leads the firm's marketing, business development, and communications functions, working closely with firm leadership, practice groups and client-facing teams to strengthen the firm's market position and support its growth.

Kristin has more than 25 years of experience leading marketing and business development at large, multi-office professional services firms, including Am Law and Big Four organizations. She has held senior marketing and business development leadership roles at Am Law 50 and Am Law 100 law firms, working with firm and practice leaders on growth, positioning, client engagement and brand integration across national and global markets.

Her background includes building marketing departments, developing strong teams, leading brand development for firms through mergers and rebrands, and building client teams.

Kristin holds a B.S. in Communications from Florida State University. She is a member of the Legal Marketing Association.

Education

- Florida State University (B.S.)