

Jill Jacobs

Chief Marketing & Business Development Officer

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Jill Jacobs is the Chief Marketing & Business Development Officer at Tarter Krinsky & Drogin, overseeing the firm's marketing, business development, communications, and brand strategy. Jill collaborates closely with partners and other leaders across the firm to deepen client relationships and propel growth.

Prior to joining Tarter Krinsky & Drogin, Jill amassed extensive experience in the professional services sector, including serving as the Chief Marketing Officer at several top-tier accounting and advisory firms. Jill's results-driven work, particularly in the areas of content strategy, client programs, and digital marketing, has earned several industry awards. Her expertise includes creating strategic marketing and business development plans, designing integrated campaigns to increase brand awareness and revenue, introducing new technologies to streamline processes, and developing high-performing marketing teams.

Jill has spoken and written on topics including branding, digital marketing, AI, and team building.

Education

- Binghamton University (B.A.)
- Thunderbird School of Global Management (M.B.A.)
- AI for Marketing (Certificate)
 - AI Academy by SmarterX

Professional Affiliations

- Chief
- Legal Marketing Association

Awards & Honors

- Notable Leader in Marketing and PR, Crain's New York Business 2021

Beyond The Law

Outside the office, Jill can be found walking her dog in Central Park, attending a Broadway show, and gardening on her rooftop. She enjoys traveling and immersing herself in different languages and cultures.