

## **Law Firm Leaders Spotlight with Michael E. Hollingsworth II**

**State your name, title and law firm.**

*Michael E. Hollingsworth II; Managing Partner, Atlanta; Member, Executive Committee; Co-Chair, Mergers & Acquisitions; Co-Chair, Investment Management. Nelson Mullins Riley & Scarborough LLP*

**How long have you been practicing law?**

*24 years.*

**How have your marketing efforts evolved during the last five years?**

*Over the past several years, the popularity of social media networks like LinkedIn and Twitter has continued to grow in the legal space, even among attorneys. I have used more of the LinkedIn posts developed by our Marketing Group to increase brand awareness among my network and it has worked. When it comes to my personal marketing efforts, I have concentrated my focus on smaller meetings where I can learn more about their needs.*

**How has working closely with your Marketing Department been beneficial to the firm in the months since COVID-19 began?**

*Sharing valuable content with connections on LinkedIn and Twitter can be done in a matter of seconds thanks to our Marketing Department who produces an array of valuable offerings to get us out there. With the pandemic forcing us to shift our client events from in-person to online, the team has been very creative in coming up with various virtual events that appeal to a broad spectrum—from bourbon tastings to cooking classes.*

**How does your Marketing Department drive strategic plans and lead the charge in a time of change?**

*Since we find LinkedIn to be one of most effective marketing channels for staying "top of mind" with our network, the Marketing Department is always pushing for us to produce content on various topics that readers would find valuable. They also regularly send us ideas to market in new and innovative ways.*

**What marketing and business development initiatives born out of COVID-19 will be used in the future?**

*Virtual events have become the norm during the pandemic, and while we will continue to host some virtual get-togethers after the pandemic because of their overall convenience, we hope to resume to more in-person events once they are determined to be safe.*

**How do you see the legal industry changing in the next 5 years?**

*Like many industries, the legal industry will probably experience more remote working in the long term and also a hybrid schedule. Because of this, I think the law office will likely be re-imagined, probably with smaller footprints for real estate and more office hoteling.*