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NP Strategy

Tina Emerson

Tina Emerson's business-to-business communications experience spans almost 20 years, with the majority of that work developing business and building client relationships for law firms. With a sharp focus on client experience, Tina works with NP Strategy by leading marketing efforts for Nexsen Pruet's attorneys and other professionals to design growth strategies and develop short and long-term plans for success.

Prior to joining NP Strategy, she was Director of Marketing for a regional law firm serving the Carolinas. Tina worked with clients around the country, developing relationships to discover and win new opportunities. She works on a simple philosophy that success in professional services is all about meeting and exceeding the client's expectations - and clarity of those expectations is the cornerstone of a business relationship.

Active in the community, Tina serves on the Boards of Directors for the Congaree Land Trust and the Central SC Alliance Committee of 100, and serves on the marketing committee of the City Center Partnership. She served for six years on the Board of Trustees of Healthy Learners, for two years on the Board of Directors for the Columbia Chamber of Commerce, and is Immediate Past Chair of the Leadership Columbia Alumni Association.

A proud Gamecock, Tina is a graduate of the University of South Carolina's College of Journalism and Mass Communications, with graduate study in the UofSC's Master of Mass Communications program. She is a member of the Legal Marketing Association, and the Legal Sales and Service Organization.

An avid runner and habitual morning person, Tina is always planning her next race and waking before dawn to get moving. When the sun comes up, she and her husband, Heyes Emerson, are usually driving their two active children to sports practices and traveling as much as time allows.



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ARE NOT
CREATED EQUAL**

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- + Project Launch
- + Stakeholder Management

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