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NP Strategy

## Matthew Gallagher

Matthew Gallagher is a 10-year legal marketing veteran, having worked with attorneys and clients on a variety of marketing and business development activities. He serves as the client service & strategic projects manager for Nexsen Pruet. In this role, Matthew works closely with management on conducting client feedback interviews, client events and other firm related client care initiatives. Matthew's out-going personality is a strength of his which allows him to interact with attorneys and clients on a daily basis. He also serves as the marketing advisor for the firm's Charlotte office and the Health Care and Bankruptcy & Financial Services practice groups.

Before joining Nexsen Pruet, Matthew held a similar position at an Amlaw 200 firm in Charlotte. Prior to his legal marketing career, he spent time working in NASCAR as an account manager at Roush Fenway Racing where he traveled from track-to-track handling the marketing and communications for one of their drivers.

Matthew grew up in Charleston, WV and graduated from West Virginia University with both an undergraduate degree in Journalism (Public Relations) and a master's degree in Journalism.

When Matthew is not at the office, you can usually find him watching his favorite teams in action (WVU Mountaineers, Cincinnati Reds, Cleveland Browns or Los Angeles Lakers). He lives in Davidson, NC with his wife, two children and their Australian labradoodle, Bailey.



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### ALL STRATEGIES ARE NOT CREATED EQUAL

- + Community Assessment
- + Crisis Management
- + Media Relations
- + Message Development
- + Project Launch
- + Stakeholder Management

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