

Insights, News & Events

FISHER PHILLIPS LEADERS DISCUSS FIRM'S BRAND REFRESH FOLLOWING PERIOD OF RAPID GROWTH

News

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In an interview with *Law360*, Fisher Phillips Chairman and Managing Partner **John Polson** and Chief Marketing and Business Development Officer **Jeannie Muzinic** discussed the firm's brand refresh, which includes a new logo designed to emphasize "clarity, strength, and forward movement," alongside an updated website aimed at better serving clients.

Muzinic explained that the firm's significant growth in North America and globally – along with continued investments in technology and AI and a more business-forward approach prompted the update. She noted that Fisher Phillips has more than doubled its attorney headcount and revenue while adding over a dozen offices including international locations in Mexico City, Guadalajara, Querétaro, Tokyo, Birmingham, Silicon Valley, Salt Lake City, and Portland, Maine.

Polson added that "the firm we are today is meaningfully different from the firm we were five years ago," explaining that "it was time for our brand to meet us where we are today and reflect the momentum, confidence, and global perspective that defines us." He said the new brand underscores the firm's strategic focus on technology investment and global expansion.

To read the article visit [Law360](#) (subscription required).

Related People



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