

Vivian Hood  
Jaffe Associates

As one of the owners of Jaffe, Vivian balances her responsibilities between managing the agency's relationships with our clients and staff and providing our clients with high-level and strategic PR account leadership, directing teams that execute and implement successful legal media relations programs. An experienced PR professional and one of *Lawdragon's* "100 Leading Legal Consultants and Strategists," Vivian delivers critical counsel surrounding high-profile litigation, sensitive matters and crisis management. Clients rely on Vivian and trust her guidance when it matters most.

Vivian is a member of the Board of Editors of *Marketing the Law Firm* and is active with LMA International. She is a frequent speaker to lawyers and legal marketers, as well as a published author on a range of legal marketing and PR, crisis communications, and media relations topics.