



KNOWLEDGE + PASSION + INNOVATION

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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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**Parks Zeigler, PLLC welcomes new Chief Operating Officer.**

May 2022 – Virginia Beach/Chesapeake/Roanoke/Elizabeth City – After a national search and many interviews, the law firm of Parks Zeigler, PLLC is pleased to announce the selection of its Chief Operating Officer, Jennifer Koeppen. The firm was recently ranked 60<sup>th</sup> fastest growing law firm in the nation by Law Firm 500. This rapid growth and expansion since 2015, including the opening of offices in Chesapeake, Roanoke, and recently expanding in Elizabeth City, North Carolina, necessitated the hiring of a Chief Operating Officer to oversee the variety of tasks which must occur daily to run a law firm of Parks Zeigler’s size and caliber. Jennifer will assist the owners of the firm with high-level strategic planning, managing the administrative processes of the firm, evaluating and managing the firm’s operating and information systems, overseeing the firm’s financials, and assisting with marketing the firm’s legal services and client development activities.

Jennifer holds an Executive Master’s in Business Administration degree from The College of William and Mary Raymond A. Mason School of Business and has many years of experience managing multi-million-dollar organizations. She most recently successfully expanded a medical device company until it was acquired by private equity. She is also an entrepreneur, having started and built a tax accounting company from the ground up. Jennifer possesses a deep knowledge of what it takes to simultaneously grow a business while streamlining its existing policies and procedures.

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She is well versed in the nuances of human resources management and has an extensive background in accounting and finance. Parks Zeigler looks forward to putting Jennifer's skills to use to assist with the growth, management, and future planning of its current four office locations in Virginia Beach, Chesapeake, Roanoke, and Elizabeth City with 12 attorneys and 20 support staff team members.

"The role of Chief Operating Officer is new to Parks Zeigler. As we continued to expand, it became clear that Kellam and I needed to cede day-to-day operational control so we can continue to serve our existing clients and spend time planning the firm's future. We are excited to welcome Jennifer to the leadership team, and we look forward to her contributions in the success of Parks Zeigler. She is the right person to help the firm operate more effectively and efficiently. Parks Zeigler will be greatly improved in 2022 and beyond with her contributions." – Brandon H. Zeigler

"A good leader knows when help is needed. To achieve Parks Zeigler's goals, we required the addition of someone to the firm that had additional business knowledge and experience, as well as the time to devote to all the tasks that need attention. We are fortunate to have found Jennifer, who comes to us with the right mix of education, experience, and dedication to take Parks Zeigler to the next level." – Kellam T. Parks

"I am elated to join the Parks Zeigler team. While most of my career has been in the medical and tax accounting industries, my area of expertise in business is building firm foundations within a company by cultivating an active company culture, correcting inefficiencies, streamlining processes, and saving costs to grow the company to its ultimate potential. I was impressed with the reputation of this firm, and I look forward to applying my knowledge and experience working with Kellam Parks, Brandon Ziegler, and the rest of the Parks Ziegler team." – Jennifer Koeppen

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