



**Jennifer Phillips, Director of Client Relations**  
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Jennifer joined Bass, Berry & Sims in 2001 as Director of Client Relations. She is responsible for overall client services, business development and marketing initiatives for the firm's three offices. Jennifer spearheaded the firm's client feedback program which uses direct client interview meetings to improve client service and drive firm and attorney performance. She works closely with the firm's chairman in the client interview program, and helps attorneys develop customized client-focused plans to enhance and add value to existing and prospective client relationships. Jennifer also helps the firm use client feedback to drive strategic practice planning and implementation.

Jennifer also oversees all advertising and public relations efforts, the firm's web site, production of marketing collateral, and new business development activities. She was responsible for creating *momentum*, the firm's award winning magazine that features the firm's clients and their business successes.

Jennifer has been involved in client relations and marketing for professional services for 30 years. Before joining Bass, Berry & Sims, she held the position of the Director of Client Relations for Dialysis Clinics, Inc. She also spent many years with The Buntin Group in Nashville, Tennessee, serving as a senior account supervisor with responsibility for such advertising accounts such as Cracker Barrel Old Country Stores, Inc., J. C. Bradford and numerous healthcare and professional services clients. She currently serves as Chair of the Lex Mundi legal network Client Relations and Marketing Committee.