

MARTHA JOERGER

EXECUTIVE DIRECTOR

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As Executive Director, Martha Joerger oversees firmwide operations, partnering with the Managing Principal and Executive Committee to execute strategy and deliver strong financial results.

Martha brings a dual lens to the role: years as a litigator in New York City at an Am Law 100 firm, paired with senior leadership experience at global law firms in marketing, business development, client relations, and practice development. That background shapes how she leads — she understands what clients expect, how lawyers build and win complex matters, and how relationships drive long-term growth. She aligns the firm's infrastructure, talent, and technology to support that work and keeps client service at the center of every decision.

Martha leads finance, human resources, marketing, recruitment and professional development, information technology, and operations across offices statewide. She sees people as the firm's greatest asset and builds systems that support performance, accountability and career development. She focuses on disciplined financial management, integrated operations, and a cohesive firm culture so attorneys and professionals can do their best work for the clients the firm serves across California. She also supports strategic planning, profitability analysis, and leadership development to help the firm scale with intention, strengthen long-term performance, and keep client service front and center.

After earning her J.D. at Brooklyn Law School, she began her legal career as a litigator in New York for an American Lawyer 100 firm. There, she transitioned into roles focused on marketing, as well as practice and business development. She joined Meyers Nave after serving as a global marketing director for an American Lawyer 50 firm where she oversaw a global team.

Martha enjoys fostering meaningful connections and building relationships between individuals and organizations to benefit the firm and Meyers Nave clients. She is passionate about inclusion and engagement and has regularly served as a coach, mentor, and sponsor throughout her career. She is an active member of the Legal Marketing

EDUCATION

Brooklyn Law School, JD, 2004

Ithaca College, BA, 1996

ADMISSIONS

New York, 2005 – Bar No. 4323168

Association, and her regular community volunteer work includes holding board positions.