

TIFFANY L. CHRISTIAN

DIRECTOR OF BUSINESS DEVELOPMENT & MARKETING

TEL:
619-330-1732

EMAIL:
tchristian@meyersnave.com

OFFICE:
San Diego

LANGUAGES:
English



Tiffany Christian serves as Director of Business Development and Marketing for Meyers Nave.

With more than 25 years of experience, Tiffany leads the firm's marketing and business development strategy, brand positioning, public relations, and marketing operations. Her work also spans the systems that support these efforts, including CRM, experience management, and data-driven decision-making. Tiffany connects dots across teams and leads her department to support attorneys and staff in delivering consistent, top-notch client service while improving efficiency across the firm.

Tiffany works closely with firm leadership and practice groups to align strategy with firm priorities and drive execution. She uses data to identify growth opportunities, strengthen client relationships, and support informed decision-making across the firm.

She is a member of the firm's AI subcommittee and is active in the Legal Marketing Association, the American Marketing Association, and other select organizations. Tiffany regularly speaks on legal marketing, professional skills, technology, and generative AI.

EDUCATION

University of Phoenix, BA, 2006

American Marketing Association,
Digital Marketing Certificate, 2021

Digital Marketing Institute, Certified
Digital Marketing Professional, 2021

Grossmont College, AA, 2000

PROFESSIONAL & COMMUNITY AFFILIATIONS

- Legal Marketing Association (LMA), So Cal Local Steering Committee, Member (2016, 2022–Present), Past Chair (2026), Chair (2025)
- Concussion Legacy Foundation (CLF), Mentor (2023–Present)
- American Marketing Association (AMA), Member (2020–Present)
- Digital Marketing Institute, Member (2020–Present)
- Girl Scouts San Diego, Co-Leader, Cookie Mom, Camping Mom, Volunteer (2009–2021)
- Society for Marketing Professionals (SMPS), Member (2014–2016)

- Fletcher Hills Little League, Board Member (2011–2013)
- Helix Charter High School, Senior Boards Judge (2005–2007)
- Susan G. Komen, 3-Day Participant (2009–2010, 2012)

PRESENTATIONS & PUBLICATIONS

- Speaker, "Using Data & Technology to Drive ROI in Legal Marketing Events" – Legal Marketing Association Annual Conference (LMA) (April 2025)
- Speaker, "Utilizing Generative AI in Legal Marketing" – Schmidt Marketing, Inc. (June 2023)
- Speaker, "Taking Yourself to the Next Level" – CAI Coachella Valley (February 2020)
- Speaker, "Defining Professionalism: 7 Habits of Highly Professional People, Manager on the Run Program" – CAI Coachella Valley (August 2019)
- Speaker, "Generational Differences" – CAI Coachella Valley (August 2018)
- Speaker, "Social Media and it's Pitfalls" – Associa (February 2018)
- Speaker, "Social Media for Managers" – CAI Coachella Valley (February 2016)
- Speaker, "Mas 200 Tips & Tricks" – Sage (June 2010)
- Speaker, "Making the Most of Sage Mas 90 and 200: From a Users Perspective" – Sage Summit (October 2008)