HansonBridgett



Michelle Friends

Chief Marketing & Business Development Officer

mfriends@hansonbridgett.com
(415) 995-5036

Hanson Bridgett LLP
425 Market Street, 26th Floor
San Francisco, CA 94105

Michelle Friends serves as the Chief Marketing and Business Development Officer at Hanson Bridgett LLP, an AmLaw 200 firm based in California. In this role, she leads the firm's strategic marketing and business development initiatives, helping to drive growth and foster meaningful client relationships.

With nearly 20 years of experience in marketing and a unique background in firm operations, Michelle brings a distinctive perspective to her work. She earned her undergraduate degree in Marketing from Metropolitan State University of Denver and holds two master's degrees from the University of Denver—one in Communications with a concentration on marketing and public relations and the other in Legal Administration from the Sturm College of Law.

A respected leader and speaker in legal marketing and business development, Michelle has served two terms on the Legal Marketing Association (LMA) International Board of Directors and has volunteered in roles such as Chapter President, QuickStart Chair, and the finance and audit committees. She has also volunteered with the Association of Legal Administrators (ALA), Denver Zoo, and the Colorado Judicial Institute.

Her combination of operational insight, strategic vision, and passion for client service positions her as a leader in advancing the marketing and business development within her firm and the legal industry.