Amanda Tierney Parnell

Director of Marketing Operations

Virginia Beach

amanda.parnell@troutman.com

D 757.687.7533



Amanda leads marketing operations, collaborating across the firm to improve processes and efficiencies. She applies vast institutional knowledge and legal marketing experience to foster a culture of continuous improvement and innovation.

OVERVIEW

As director of marketing operations, Amanda identifies and spearheads initiatives to improve the delivery of services provided by the firm's marketing, business development, and client services department. She leads a team of professionals responsible for the firm's marketing technology, budgeting, and key sponsorships and conference support. Additionally, Amanda creates and executes the training and professional development activities for the marketing and business development professionals firmwide.

Amanda has more than 15 years of marketing and business development experience at the firm, most recently serving as director of business development for the firm's Business Litigation Department.

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Former member, Legal Marketing Association
- Former board member, YWCA of South Hampton Roads
- Former co-chair, Future Leadership Partners Committee, Hampton Roads Community Foundation

PROFESSIONAL EXPERIENCE

- Director of business development, Troutman Pepper Locke LLP, 2025-present
- Director of business development, Troutman Pepper, 2020-2024
- Business Development (various roles), Troutman Sanders, 2007-2020

EDUCATION AND CERTIFICATIONS

EDUCATION

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- University of North Carolina Wilmington, B.S., 2006