Erin Murphy

Managing Director of Marketing

Philadelphia
erin.murphy@troutman.com
D 215.981.4151



Erin spearheads initiatives to drive brand awareness, client engagement, and strategic growth through marketing and communications efforts.

OVERVIEW

Erin leads the firm's marketing, communications, public relations, content, creative, digital, and multimedia teams. With a strong foundation in client experience, she brings a client-centric approach to the firm's marketing efforts, helping to ensure the firm continues to deliver exceptional value and service.

Erin is dedicated to understanding clients' needs and aligning the firm's marketing strategies to support their goals and priorities. By collaborating closely with the firm's attorneys, clients, and administrative teams, she leads projects that drive innovation and elevate the firm's market presence. Erin's responsibilities include overseeing the development and implementation of comprehensive marketing campaigns, managing internal and external communications, and leveraging new technologies to enhance the firm's outreach.

Erin has more than a decade of experience in the legal industry and has worked on projects involving firmwide strategic planning, client value programs, and industry-focused initiatives. She is also a coach in the firm's Client Development and Executive Leadership Program, which brings together a diverse group of partners and counsel for in-depth training on strengthening client relationships, growing new business, and developing effective teams.

Erin received her J.D. from Rutgers Law School. Following law school, she served as a clerk in the Appellate Division of the New Jersey Superior Court.

PROFESSIONAL EXPERIENCE

- Law clerk, Hon. Linda G. Baxter, Superior Court of New Jersey, Appellate Division, 2009-2010

EDUCATION AND CERTIFICATIONS

EDUCATION

- Rutgers Law School, J.D., 2009, executive editor, *Rutgers Law Journal*
- Franklin & Marshall College, B.A., *magna cum laude*, 2006

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BAR ADMISSIONS

- Pennsylvania (Inactive)
- New Jersey (Inactive)

SPEAKING ENGAGEMENTS

- Speaker, “Part II: Real-World CX Implementations in Law Firms,” LMA Legal CX Mastery: A Two-Part Workshop, November 16, 2023.
- Speaker, “The Evolving Role of Creating Client Value,” LMA, June 2023.
- Speaker, “Client Success Teams: Tech Companies Have Them…Why Not Law Firms?,” LMA Northeast Regional Conference, November 4, 2022.

PUBLICATIONS

- Co-author, “Five Tips for Adding Value to Legal Clients’ Experience in 2023,” *Law360*, January 10, 2023.
- Co-author, “Five Ways Law Firm Admin Teams Are Delivering Client Value,” *Reuters*, September 16, 2022.