

Elena Rand

Chief Marketing Officer

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[Elena Rand](#) serves as the Chief Marketing Officer of Wiggin and Dana focusing on business development, strategic planning and legal marketing. Prior to joining Wiggin, she served as the Director of Business Development-Litigation for Paul Weiss.

Before re-entering law firm life, she served as founder of LawScope Coaching, LLC which she ran for over ten years providing executive career coaching and business development coaching to AmLaw100 law firms throughout the U.S. and Canada.

She is presently a member of the Lawyer Wellbeing Task Force for the Connecticut Bar Association.

She is a Certified Executive Career Coach, a licensed psychotherapist, a former practicing NY litigator, serial entrepreneur and author/public speaker.

She is a nationally recognized media expert on legal career issues, business development, attorney wellness and workplace dynamics.

She is a well-known speaker on legal career, wellness and business development topics and has addressed the City Bar of New York Committee on Career Advancement and Management, the New York State Bar Association, the NALP conference, the NYSBA Committee on Women in the Law, the NYSBA "Women on the Move" Symposium, the NYSBA Lawyers in Transition Committee, the NYSBA Law Practice Management Committee, the Professional Development Consortium Annual Conference, Columbia Law School and Pace Law School.

Elena graduated with a B.A from Princeton University, a J.D. from Georgetown University Law Center and an MSW from NYU School of Social Work.

She is a certified executive coach from the Life Coaching Institute, a Level II Reiki Practitioner, and is presently obtaining her training in Mindfulness Based Stress Reduction from the Yale Stress Center, Yale University.

Elena lives in Guilford, CT with her husband and is mother to two children, two step-children and one cockapoo, named Primo.