

## Meredith F. Plunkett



Chief Business Development + Marketing Officer [Dallas](#)  
500 N. Akard Street, Suite 4000  
Dallas, Texas 75201-6605  
O: 214.855.7500 D: 214.880.7633  
[mplunkett@munsch.com](mailto:mplunkett@munsch.com)

### Education

B.A. from Southern Methodist University

### Memberships

Legal Marketing Association: Texas Chapter  
Association of Legal Administrators  
Southern Methodist University Digital Accelerator  
(Advisory Council)  
Perot Museum – Night at the Museum (2017 Co-Chair)

## Overview

Meredith Plunkett is the Chief Business Development + Marketing Officer at Munsch Hardt, where she is responsible for all marketing and business development-related functions across the Firm. She works closely with Munsch Hardt's CEO and Executive Director, as well as the Firm's Management Committee and other Firm leaders, to align her department's efforts with the Firm's strategic plan.

From a marketing perspective, her role encompasses developing and implementing marketing strategies, internal and external communications, media relations, advertising and overall brand awareness within the Firm's primary markets. The business development aspects of her position focus on new business opportunities with existing and potential clients, client retention and growth strategies, internal business development training for attorneys and identifying and facilitating cross-selling opportunities between offices, practices and industry teams.

Earlier in Meredith's career, she worked in the public relations arm of The Richards Group, the largest independent branding agency in the country. During this time she focused on restructuring corporate communications plans for large public companies, as well as helping her diverse clients create lasting connections with trade and consumer audiences through events, cause marketing and grass roots initiatives. Turning her focus to the legal industry, she joined K&L Gates LLP, an international law firm, where she managed marketing, communications and business development efforts for the Firm's Texas offices, as well as global efforts for the Corporate, Government Contracts & Procurement Policy and Outsourcing & Commercial Transactions practice groups.

Meredith received her B.A. in Corporate Communications & Public Affairs from Southern Methodist University.

## Experience

## Newsroom

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Press Release: Munsch Hardt Launches New Website