



Maureen C. Grenier

Chief Marketing Officer

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Overview

Attorneys appreciate Maureen's responsive service, ability to see the big picture, attention to detail, and creativity. As Chief Marketing Officer for the firm, Maureen and her team work closely with firm management and other members of the Business Leadership Team to execute the firm's strategic plan. Maureen oversees the development of firm events and marketing campaigns to drive brand awareness, client loyalty, firm growth, and firmwide engagement. Her team also works closely with the firm's public relations consultant for the development of content and distribution for both internal and external communications.

Maureen is the go-to for all things creative at Mirick, from creating ads, firm brochures, presentations, and invitations to designing fun and engaging social events.

She is also often seen volunteering in the community and representing Mirick at community events.

Affiliations

- Legal Marketing Association; New England Chapter Regional Chapter co-chair (2014)
- Pancreatic Cancer Alliance
- UMass Cancer Walk, former Walk Committee member
- Central MA Heart Walk
- Central MA Heart Ball, former Executive Leadership member

Lizabeth Foxwell

Marketing Specialist

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Ellen Ganley

Marketing Specialist

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Education

Worcester State University, BS

- United Way of Central MA; spearhead Mirick's annual Workplace Campaign; former Loaned Executive; Day of Caring, volunteer

Awards & Recognitions

- *Massachusetts Lawyers Weekly* "Excellence in Law" award for Marketing (2026)
- Legal Lean Sigma Institute, Yellow Belt Certified (2016)
- Legal Marketing Association's Your Honor Awards, Honorable Mention – Marketing brochures (2011)
- Legal Marketing Association's Your Honor Awards, First Place – Website (2010)
- *Worcester Business Journal's* 40 Under Forty award (2010)