



"Roy Sexton is a leader in his field — from exceptional legal marketing talent to his mastery at building a powerful and broad professional and personal network, he epitomizes marketing prowess. Roy is a creative and positive force in SE MI yielding great influence as a contributor and a mentor within the legal marketing industry and deserves this recognition."

Roy Sexton

Legal marketing
Kerr Russell PLC

What have you learned from working in the legal field?

Law firms can be unfairly labeled as "risk averse" and "slow to make decisions." Cautious? Yes. Thoughtful? Of course. I have found my attorney colleagues to be conscientious, measured, inquisitive, and collaborative. Yes, big decisions sometimes take longer . . . and maybe they *should*. I've found attorneys eager to learn about marketing strategy and to engage in the process fully, but they want context and a solid argument for why they are doing this *stuff*. Patience is a virtue, and face-to-face conversation will more often than not resolve any confusion that email often generates.

What is the best part of your job?

When some piece of advice I've offered takes hold: say, attorneys embracing the power of social media or developing an authentic network of business contacts. I'm a theatre guy by training *and* avocation; the greatest directors helped me bring out my best self without forcing me to change (too much) physically, emotionally, mentally. I love when I can return that favor in this professional setting and help attorneys shine "onstage" and discover their best marketing voices and business development formulae.

What advice would you give to someone thinking about entering your profession?

No one is alone. Truly. Build a network of people who do what you do ASAP. Marketers are more often than not rather isolated in their respective firms. There *are* firms with marketing *teams*, but there are just as many where you *alone* are wearing *every* hat (strategy, communications, PR/media, business development, research, digital, advertising, sponsorships, events). Attorneys might not always understand how many requests and expectations you are juggling. You need to be able to pick up the phone or email to commiserate with someone who has had similar experiences.



What do you enjoy doing in your time away from work?

I'm just a boy who can't say no. I'm on several boards: Ronald McDonald House Charities Ann Arbor, Mosaic Youth Theatre Detroit, Royal Starr Film Festival, Legal Marketing Association, Encore Michigan. I am active in the local theatre community; consequently, I have forced countless friends and family members to suffer through a LOT of musical theatre. I read comic books, write movie reviews for my blog www.reelroyreviews.com, collect action figures, and sleep in too long on Saturdays. I'm an only child with dotting parents who are far too kind and far too supportive of my every indulgence, and I'm fortunate to have a loving husband who is infinitely patient with my chronic lack of focus.