

FormanWatkins Welcomes Colby Rogers as Director of Marketing and Attorney Recruiting

The Firm is pleased to announce the addition of Colby Rogers as the new Director of Marketing and Attorney Recruiting. With an extensive background in communications, political strategy, media relations, and brand management, Colby brings a wealth of expertise to the role. She has worked with Fortune 100 companies, some of the world's largest privately held organizations, Members of Congress, and the White House, making her uniquely qualified to lead the Firm's marketing and recruiting initiatives.

In this role, Colby will use her expertise to elevate the Firm's brand, strengthen client relationships, and implement innovative recruiting strategies that align with the Firm's growth and vision for the future.

"We are thrilled to welcome Colby to the team. Her impressive background and proven track record in strategic communications and leadership make her an invaluable asset to our Firm," said **Robby Gathings, Chief Operating Officer and Chief Financial Officer at FormanWatkins**. "Colby's ability to blend creativity with data-driven strategies will not only strengthen our marketing efforts, but also position us to attract the best legal talent in the industry."

In addition to her professional accomplishments, Colby has been appointed by the Governor and Confirmed by the Senate to serve on the Mississippi Business Finance Corporation and the Mississippi Development Bank, where she has served on the Board of Directors for three consecutive years. Her leadership also extends to impactful community involvement with the Junior League of Jackson and other nonprofit organizations, showcasing her ability to connect with and serve diverse audiences.

Read more about Colby's background [here](#).