



## Sophia Turner-Smith

Chief Marketing Officer

📍 Fort Lauderdale

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### Overview

## Biography

Sophia Turner-Smith serves as the Chief Marketing Officer for Kelley Kronenberg, overseeing the firm's marketing, branding, media relations, events management, advertising, digital marketing, client experience, and business growth functions. Under her leadership, her team builds client and attorney strategies to better service their needs with tight process, alignment, and technology.

She is a dual-masters marketing expert with more than 20 years of diverse experience across multiple industries. Sophia brings to the firm corporate diligence, having delivered growth and brand equity to multinationals such as Citigroup and Nokia and large agency networks like WPP's Wunderman and Young & Rubicam. Sophia has substantial experience leading digital marketing transformation efforts and high-performing teams with data-driven strategies and tight process. Sophia has go-to-market experience in Europe, Middle East, Africa, Latin America, Asia, and the US, having held global and regional roles. Based in London for most of her career, she has run successful launches of \$100 million product and service campaigns for Fortune 500 clients, managing over 90 country teams concurrently. Sophia has previously held the charge of Chief Marketing Officer of a large international bank based in Miami. She has also been a marketing consultant for fintechs in the US and the UK helping them set their businesses for launch and scale. She has international PR experience from her days at Colgate Palmolive France and American Chamber of Commerce Mexico.

Sophia received her MBA from the internationally-recognized Thunderbird School of Global Management at Arizona State University. She then went on to earn a second master's degree, an MFA in Interactive Media from the University of Miami. Sophia is a Certified Financial Marketing Professional (CFMP), accredited by the American Bankers Association.

Sophia brings a global perspective to the firm, having lived, and worked in Brazil, Mexico, Switzerland, France, and the UK before settling in South Florida. She speaks English, Spanish, Portuguese, and French.

## Education

- ▶ University of Miami, MFA
- ▶ Thunderbird School of Global Management at ASU, MBA

## Certifications

- ▶ Certified Financial Marketing Professional (CFMP), accredited by the American Bankers Association
- ▶ MIT Sloan School of Management, Digital Marketing Analytics
- ▶ University of California, Berkeley, Marketing Analytics

### Accolades, Associations & News

## Media

- ▶ Featured, "On the Move," *O'Dwyers*, February 2022

