



## **2022 Women in Professional Services: Nina McCann, Jaspan Schlesinger LLP**

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Nina McCann  
Director of Business Development

In the last 12 months, what ONE award were you most proud to receive? Who's Who in Women In Professional Services. It's always an honor to be recognized for your work and the other women on the list are business leaders that I admire tremendously.

In the last 12 months, how have you helped your industry grow through professional creativity, innovation and leadership? One of the results of the pandemic was an industry shift towards digital marketing. More clients are engaging on social media platforms and getting up-to-date information on mobile devices. I joined the board of the Social Media Association this year. I look forward to working with the board to develop programming that will benefit businesses and industries in reaching new clients.

What advice would you give the next generation of women in your industry? Put yourself out there and network. Your network is a strength. Build a strong network to learn, collaborate and grow with in your industry.

Nina McCann is a marketing, public relations and business development professional with over 18 years' experience in the professional services environment. Some of her in-house roles at professional services firms have included overseeing marketing at a national accounting firm and regional and global law firms. She is also a member of various women's affinity groups of real estate associations.