Lightfoot

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Paula McCauley is redefining what legal marketing looks like at Lightfoot.

At the center of that work are the firm's Client Roundtable and other key client team programs, designed to create structured, ongoing dialogue between Lightfoot attorneys and the clients they serve. These initiatives reflect her core conviction: that the most effective marketing a law firm can do is helping clients feel genuinely known by their counsel — as partners, not just when they need something.

Drawing on a background in strategic communications, Paula leads the firm's full marketing and business development efforts, translating attorney expertise into client-facing language that resonates without the legalese. She leads a collaborative team and brings the same approach inside the firm that she champions with clients — clear communication, real listening, and a preference for substance over surface.

Beyond her work at Lightfoot, Paula serves on the Advisory Board for Girls Inc. of Alabama's Project Accelerate, mentors those pursuing careers in marketing, and volunteers with the Friends of Avondale Park and Gulf Coast Kid's House.

A proud LSU graduate with a B.S. and a Master of Mass Communication in Strategic Communications, she can usually be found on her porch in Forest Park — with her golden retriever and probably a strategic plan.