

“When you build a reputation as someone who does good work and can be counted on to get things done, you stand out ...”



Pamela L. Cox

This Partner at Marshall, Gerstein & Borun goes the extra mile and looks for opportunities to stretch professionally.

To stand out, I recommend getting things done, and doing them well. First, execute your job responsibilities to the best of your ability, enthusiastically, and reliably. When you do good work, and can be counted on to deliver it on time and in a way that lightens the load for others, you become known, not only to those who know of the actual work, but also those to whom they recommend you based on that work.

Second, look beyond your job responsibilities to find ways to make meaningful contributions. Early in my career, I sought opportunities to speak and write on hot topics or substantive

legal matters. For example, I volunteered to co-present with a director at the NIH regarding the Bayh-Dole Act. In researching my presentation, I discovered, and then was able to highlight, a conflict between the statutes regarding the ownership of intellectual property under the Bayh-Dole Act and regulations of the Veteran's Administration, which was eventually reconciled legislatively. Continuing to develop a deeper understanding of the Bayh-Dole Act positioned me well to attract client inquiries on the subject.

Third, seek leadership roles that contribute to the profession. Taking on these roles has allowed me to

collaborate with colleagues and, by consistently producing good results, earn their respect, which has increased my visibility as a thought leader. I also look for opportunities to get involved internally at my firm. I serve as practice chair, am active on a number of committees, and mentor several professionals. Advancing initiatives of the firm is another way to get noticed. When you build a reputation as someone who does good work and can be counted on to get things done, you stand out and are sought out for rewarding opportunities. **PDJ**