

# HALL BOOTH SMITH, P.C.



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Chief Strategy Officer

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## Biography

Nina Tickaradze has more than 20 years of strategy, operational, administrative, and marketing experience in the legal and corporate sectors, along with entrepreneurial experience and philanthropic leadership.

As the Chief Strategy Officer of the firm, Nina serves as the connector, integrator, and collaborator between legal and operational functions. She focuses on advancing strategic plans set by the firm's shareholders and management committee, developing policies and bench-marking tools to track progress, and supporting leaders across all departments in developing and executing their own strategic plans and growth goals.

Nina helps ensure the firm's resources are effectively allocated for superior and cost-effective client service as well as the long-term growth, stability, and success of the firm and its employees. She also conducts competitive intelligence on the evolving legal landscape and marketplace, develops targeted business development initiatives, and creates industry practice group strategies and complex plans.

Since joining HBS 16 years ago, Nina has gained professional experience in increasingly senior roles in marketing while also supporting the management committee on strategy, operations, and business matters. She was previously Chief Marketing Officer at HBS, where she oversaw a team of marketing professionals and provided invaluable leadership in the firm's strategic planning, budgeting, business development, lateral integration, knowledge management, media relations, marketing, advertising, and events. She helped expand HBS' public profile, enhance existing client relations and services, and pursue new client relationships and business opportunities.

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In addition to her experience in the legal sector, Nina has been an entrepreneur and business owner, and she has served in executive roles at philanthropic and civic organizations.

A native of the country of Georgia, Nina was educated primarily in the United States and is fluent in five languages. Because of her strong personal connection to the people and businesses in her home country, she co-founded Georgia to Georgia Foundation, a non-profit organization promoting relationships between the state of Georgia and the country of Georgia.

She has spearheaded efforts to establish and grow cultural and business relations between Atlanta and Tbilisi, Georgia's capital and Atlanta's sister city, through the Atlanta Tbilisi Sister City Committee, where she serves as a co-chair.

## Credentials

## Education

- B.A., Mass Communications, Emory & Henry College
- A.S., Brevard College

## Memberships

- Atlanta Tbilisi Sister City Committee: Chairman
- Georgia to Georgia Foundation: Co-Founder
- International Legal Technology Association (ILTA): Member