WERKSMANS
ATTORNEYS



Candice de Bruin

HEAD OF BUSINESS AND PRACTICE DEVELOPMENT

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Candice heads the firm's business development function which is responsible for client retention, exploring new business opportunities, and developing brand strategies to ensure the firm remains front of mind.

ABOUT

She brings over 20 years within the professional services sector with experience across London, New York, and South Africa. In her various roles, she has provided strategic support and insight to assist and enable professionals to understand the impact of business development, internal collaboration, and client relationship management, and also driven focused marketing communication initiatives that both build and enhance reputation.

Prior to re-joining Werksmans, Candice led Bowmans Business Development & Marketing multi-jurisdiction team; and also worked with Webber Wentzel leading its marketing, communication, and branding efforts which extended to branding support for ALN, its African alliance.

ADDITIONAL INFORMATION

Won an award recently at the SABA conference.