

Episode 11: Guest bios

Episode name: You™ - Building your personal brand

Guest(s): Araceli Robledo and Chris Gingell

ARACELI ROBLEDO

Business Development Adviser

Araceli has over 15 years' legal marketing experience. She has advised primarily large international law firms in Spain, UK, Canada and Australia on the strategy, implementation and execution of business development initiatives. Araceli is the Business Development Adviser at Assured Legal Solutions, a boutique commercial and financial services law firm, as well as at Hearsay The Legal Podcast. When not in the office, you can find her spending time with her growing family or making ceramics.

You can access Araceli's bio on the Assured Legal Solutions website, [here](#).

CHRIS GINGELL

Experienced Global Account Manager

Chris is highly experienced in business development and marketing communications. He has worked for leading international professional services firms and a major public relations agency in the Clemenger Group. Chris has deep skills in business strategies across a wide range of industry groups and service lines. He also has highly developed client relationship management expertise and works to improve the pipeline of work flowing from major domestic and international banks, large corporations and government entities.

DAVID TURNER

Host

David Turner has a gift for teasing out people's stories, so it's no wonder he is Hearsay's host. With a double Bachelor of Arts and Laws from Macquarie University, he is also an MBA candidate at UNSW's Australian Graduate School of Management.

When he isn't interviewing people on Hearsay, David is a lawyer at Assured Legal Solutions, a boutique financial services law firm located in Sydney's CBD. Prior to joining Assured, he was called to the NSW Bar, and is a former President of NSW Young Lawyers and a former Councillor of the Law Society of NSW.

David spends the little downtime that he has left reading historical fiction and tinkering on home improvement projects.

You can access David's bio on the Assured Legal Solutions website [here](#).