WHITEFORD



Brian Thackston

DIRECTOR OF DIGITAL STRATEGY & INNOVATION

bthackston@whitefordlaw.com

COLUMBIA

T: 800.987.8705

BIOGRAPHY

As Director of Digital Strategy and Innovation, Brian Thackston combines his training as an attorney with hands-on marketing and operations expertise to help attorneys and practice groups strengthen their digital presence, streamline operations and enhance client service. His career has spanned marketing, operations, law and technology — giving him a broad lens on the evolution and business imperatives of professional services firms. He has worked closely with lawyers, accountants and other professionals on marketing, operations and IT initiatives. At Whiteford, he is focused on optimizing the client digital experience at every stage, working collaboratively across the firm to align people, technology and messaging.

RECOGNITIONS

- *Super Lawyers Rising Stars* (2024, 2026)

MEMBERSHIPS & ACTIVITIES

- Member: Maryland State Bar Association

EDUCATION

University of Baltimore School of Law, 2016, J.D.

University of Maryland, Baltimore County, 2010, B.A.

ADMISSIONS

Maryland

- Member: Howard County Bar Association

INSIGHTS

“5 Ways to Win More Clients & Save More Time,” Maryland State Bar Association Legal Summit, June 2025

“Smart Growth: Strategies for Scaling Staff, Case Load, and Systems,” Solo & Small Firm Symposium, Maryland State Bar Association, December 2024

“A.I. & Essential Systems for a Law Firms,” Maryland State Bar Association, June 2024

“How To Create a Modern Law Firm Marketing Flywheel,” Maryland State Bar Association, March 2023

“8 Systems for Client-Centric, Ethically-Driven Law Firms,” Maryland State Bar Association, June 2022