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Education

Roosevelt University, M.S., cum
laude, Integrated Marketing
Communications

University of Illinois at Urbana-
Champaign, B.S., Journalism

Cherya P. Jenkins

Director of Business Development
and Marketing



Cherya Jenkins is a results-driven marketing and business development executive with more than 15 years of experience in the legal marketing industry. As Director of Business Development and Marketing, she leads strategic business development, client relations, marketing, and communications initiatives across Miller Canfield's global footprint. In this role, she oversees the development of firmwide initiatives that align the firm's legal services with market needs, delivering maximum value to clients.

Cherya collaborates closely with attorneys and practice groups to create and implement targeted business development plans, coach on client engagement strategies, and execute high-impact events and sponsorships. She drives firmwide strategy to strengthen client relationships, support revenue growth, and elevate brand visibility across key industries and markets.

She brings deep experience from leadership roles at national and international law firms, with a strong focus on commercial real estate, financial services, higher education, and corporate law. Cherya is known for her collaborative approach, strategic mindset, and ability to align marketing initiatives with business goals.