

SIMMONS & SIMMONS APPOINTS NEW HEAD OF PRACTICES AND MARKETS

Posted on 29/11/2022



Category: [Appointments](#)

Tags: [dx1](#), [Melisa Rojas](#), [Simmons & Simmons](#)



Simmons & Simmons has appointed **Melisa Rojas** (pictured) as new head of practices and markets for its marketing and business development department.

Rojas holds a law degree from the Universidad Peruana de Ciencias Aplicadas in Peru and from the Universidad de Ávila in Spain. She also holds a master of laws degree in corporate finance law from the University of Westminster (London) and a marketing management programme from ESADE.

The new head of practices and markets joined Simmons in 2016 to head the marketing and business development department of the firm's Madrid office. Subsequently, in 2019, she made the leap to an international position as head of marketing for the financial markets area at a global level, which until then had been led from the London headquarters. Three years later, Rojas has made the leap again, this time becoming part of the marketing leadership team.

"I am very happy and excited about the promotion, this is a new challenge that I accept with great enthusiasm. The fact that I have been entrusted with this role at a time when the firm is aiming to become a next generation firm, shows Simmons' clear focus on professional development and internal promotion of employees, as well as its commitment to the internalisation of the firm", says **Melisa Rojas** after her promotion.