

# NIB Direct Appoints Elisa D'Amico as President, Elevating Chief Legal Officer to Drive Strategic Growth

**Encinitas, California Oct 3, 2023 ([Issuewire.com](https://www.issuewire.com))** - NIB Direct, LLC ("NIB Direct"), a digital marketing agency specializing in high-conversion lead generation for mass tort case acquisition, is pleased to announce Elisa D'Amico, the company's Chief Legal Officer, has been elevated to President of the company. This strategic decision marks a significant milestone in the company's journey and underscores its commitment to innovation, excellence, and ethics in the legal marketing industry.

In the wake of this leadership transition, NIB Direct continues to showcase its unwavering stability and robust foundation in the legal marketing sector. With a proven track record of providing clients with both high-quality deliverables and best-in-class client service, the company has firmly established itself as a reliable partner for law firms seeking high-quality lead-generation solutions. NIB Direct's steady market presence and unwavering dedication to compliance and ethical practices provide clients with a long-term partner they trust. NIB Direct is primed for continued success built on a rock-solid technological infrastructure, and a commitment to innovation ensuring its readiness to thrive in an ever-evolving market landscape.

Having spent over 15 years as a litigator, D'Amico brings a wealth of experience and expertise to NIB Direct. She spent more than a decade cultivating a niche practice focusing on the intersection of marketing, technology, and law. Starting her career at Weil, Gotshal, & Manges LLP in New York and then moving to Miami, D'Amico co-founded and co-lead the [Cyber Civil Rights Legal Project](#) and the [Digital Crisis Planning & Response](#) practice at K&L Gates LLP, while serving as co-lead of the firm's global social media law practice.

"The decision to have Elisa lead the company is a strategic move set to continue driving NIB Direct's growth and solidifying its position as an industry leader for digital marketing and lead generation in mass tort," said Chief Executive Officer Jason Akatiff. "And given her longstanding passion and commitment to seeking justice for those who have been wronged, Elisa's leadership reflects NIB Direct's core values to provide tier-one service to our clients."

D'Amico holds a Bachelor of Science in Applied Economics and Management with a concentration in International Relations from Cornell University's SC Johnson College of Business and earned her Juris Doctorate from Fordham Law School. D'Amico is licensed to practice law in Arizona, California, the District of Columbia, Florida, and New York. She serves on the Ethics Committee of The Florida Bar and on the Advisory Committee of the [Cyber Civil Rights Initiative](#).

This leadership transition comes in the wake of Matt Stansell's departure to pursue entrepreneurial endeavors. NIB Direct and its affiliated companies, A4D and [Mass Tort News](#), will partner with Stansell on future projects, including the mass tort industry's premier conference, [Mass Torts Puerto Rico](#).

"NIB Direct has never feared change because we have viewed the mass tort space as dynamic and ever-evolving since our inception," said Emanuel Oncu, Principal and Senior Vice President of Revenue. "We strive to improve every day and hold our reputation in the highest regard. From leadership to operations, our team remains committed to compliance and upholding the confidence our clients and partners have placed in us over the years. We continue to expand our capacity to ensure our strategic vision aligns with the growing needs and expectations of all who depend on us."

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