



Jamie Lee Principe

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Tell us about your firm or business including history, specialization, and years in business.

JLPL provides outsourced general counsel services to individuals and businesses, with a focus on women and women-owned businesses. JLPL takes a collaborative approach and is committed to empowering and educating its clients. JLPL's goal is to become intimately knowledgeable and involved in its clients' business, to ensure a 360° view of the business, its goals and priorities, to effectively manage legal risks and ultimately help scale the organization.

Tell us an interesting fact about you.

I cut hair! If you're my friend, I am either your exclusive hairdresser or I have cut, dyed or styled your hair on more than one occasion. I even cut my own hair. My mother was a retired hairdresser when I was young, but she still cut her friends' hair when they came over for visits. I would watch her, mesmerized by the transformation happening before my eyes. By the time I was 10, I asked her to teach me. Luckily my friend who lived across the street was more than happy to be my model (and I still cut her hair to this day) and I have been improving my skills ever since. I love the instant gratification of the process and of course helping to make my friends feel beautiful.

What's a favorite moment of your career so far?

At my first in-house position very early on in my legal career, I was promoted twice in two years and at 27 years old I was running my own department. I had a team of 10-15 people and was responsible for compliance, legal and operational efficiency. After just three months in this role, my department was a well-oiled machine and I was simply there to put out fires. At the end of my first year, revenue increased by over 50%. It was a really exciting time in my career!

What challenge are you most proud of overcoming?

Leaving a toxic work environment, even though the money was great. It was a really tough decision that was about five years in the making, but ultimately I knew I had to prioritize my physical, spiritual and mental health over money.

Tell us about a recent professional accomplishment of yours.

I am not active on social media, either personally or professionally, but recently I decided to make a post on LinkedIn about my firm's two-year anniversary. I was so surprised by the amount of attention the post received, including a handful of referrals and two new clients.

Tell us about a recent personal accomplishment of yours.

I recently became a mentor to women students at my undergraduate university who want to go to law school. I never really had a mentor, so I am very excited to serve in this capacity.

What advice would you offer new business owners?

Don't give up! There will be many days when you will want to throw in the towel, but you have to keep pushing through. You never know the difference a year, a month or even a day can make.

How can you help other Women Owned Law members improve their businesses?

I can serve as a resource, a sounding board and a connector.

How has Women Owned Law been of value to you and your career?

All of the members I have met so far have been great connections. They are all good people who are willing to help in any way they can and a handful of them have become friends.

About Women Owned Law

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business lifecycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law.

For additional information about Women Owned Law visit <http://www.womenownedlaw.org>