

PUBLICATION

Baker Donelson Alumni Spotlight: Brontë Prins

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Brontë Prins serves as the senior vice president and general counsel at the Southern Land Company in Nashville, Tennessee.

Tell us about your career at Baker Donelson. What did you learn from your time here that stuck with you?

Working as an associate at Baker was transformative for my career. The shareholders I worked with in the Nashville office gave me a great deal of autonomy and trusted me to handle complex matters. These experiences gave me the confidence to know that I could take on a challenging in-house role.



Tell us about your role now.

I joined Southern Land Company, a national real estate developer, as associate general counsel in the Fall 2019 and was promoted to SVP & General Counsel in January 2021. I oversee the legal department and manage a very talented team of legal and risk management professionals.

Why is it important to mentor young women attorneys?

It's not just important – it's critical. Female attorneys working in-house often can't find female mentors in the workplace and must look to other sources. I'm so fortunate to have strong relationships with the women I worked with at Baker, and I often turn to them for guidance. I hope to offer the same mentorship to younger women with whom I've worked.

What is one piece of advice you have on work-life balance?

Prioritize it. Being a well-rounded person only helps you in your career. Good clients want to work with attorneys who are relatable and have good judgment, and those are skills that are learned through living life – not just through billing hours.

What advice would you give to your younger self just starting the practice of law?

Soak up as much mentorship as possible. The lessons you learn from the attorneys you work with in private practice are invaluable.

Is there a misconception you had about going in-house that has now been debunked, and, if so, what is it?

That you won't work as much! Working in-house is certainly different from working in private practice, but it can be just as challenging. I find myself working through unique issues every single day in my current role.