Corporate Counsel Rank Haynes and Boone Among the Leading Law Firm Brands

By Timothy E. Powers | March 23, 2017

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A new survey of corporate counsel ranks Haynes Boone among the nation's most recognized law firms in a number of key categories, including as a "tech-savvy" firm that is regularly "short-listed" by corporate counsel when deciding which firms to hire for new assignments.

The report by BTI Consulting Group, Inc., a highly respected legal research firm, was based on more than 633 confidential interviews with legal decision makers at large organizations with more than $1 billion in revenue. The interviews, BTI said, were aimed at determining which firms "stand out" in a range of areas and "truly harness the power of brand to be remembered by decision makers." The report, titled: "BTI Brand Elite 2017: Client Perceptions of the Best-Branded Law Firms," was independent and unbiased — no law firm sponsored the study or influenced the results.

Haynes Boone ranked as a recognized brand in the "client's choice" category, which captures those firms that are regularly recommended by corporate counsel to their peers and that are routinely "short-listed" for new work assignments. "The firms earning recognition as a Client's Choice firm command a highly respected place in the eyes of legal decision makers based on client service," BTI said. "The names of these firms are top of mind, evoking a level of comfort and attachment which clearly designates them as the preferred option for new work."

Haynes Boone is also proud to have been recognized by corporate counsel as a "tech-savvy" firm, defined by BTI as those firms that use technology effectively and innovatively to add value to clients. BTI explained: "Tech-savvy firms are leveraging:

- Platforms for real-time information sharing
- Better —and faster — communication to keep clients up to date on project statuses and breaking news
- Tools to help streamline matter management."

"We are thrilled to have received this recognition as it speaks to our devotion to client service and to our willingness to constantly explore new ways to use technology to deliver the highest value legal services," said Haynes Boone Managing Partner Tim Powers. "Our hard work has clearly paid off."

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