

In The News

ABA Journal Features Akerman as Leader in Client Service and Innovation

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In a story titled, “Akerman Takes Time to Find New Ideas for Client Service,” *ABA Journal* recognized the Akerman R&D Council as an innovative approach to identifying and developing new ideas that will enhance the way the firm delivers its services to clients. It also noted that unlike traditional forms of client collaboration, the Akerman R&D Council will provide clients a formal role in the firm’s research and development process. The story quoted firm Chairman and CEO Andrew Smulian, and other leaders in law, on disruption in the industry and the role of the Akerman R&D Council in responding to these changes. Smulian also discussed the firm’s involvement with Law2023, a yearlong investigation on the future of the legal practice, which contributed to the creation of Akerman’s R&D Council.

“[The Akerman R&D Council] will help us better anticipate and react to the rapid changes happening in the market,” Smulian told *ABA Journal*, “while also serving as a catalyst for breakthrough thinking.”

“Akerman has huge, fertile ground here. They could really distinguish themselves provided every initiative starts squarely with the client,” said Tom Clay, law firm consultant with Altman Weil.

“I think they’re a first-mover in that regard,” said Peter Zeughauser, legal consultant and owner of Zeughauser Group. “I just don’t think that’s part of

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Andrew M. Smulian

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the culture or nature of the typical law firm/client relationship.”

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