

# From Combination to Cohesion: Client Feedback as a Strategic Integration Tool in Law Firm Mergers

When clients are informed of a pending merger, their primary interest is not the new firm name, logo, or org chart, Linda T. Sanders and Cory Strandson write.

## WRITTEN BY

[Linda T. Sanders](#)

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When Troutman Pepper Locke formed last year, we faced a familiar integration challenge shared by many merging law firms: how do we align people, processes, and cultures quickly, at scale, without disrupting clients and while preserving what they value most about each legacy firm?

[Click here to read the full article on \*The American Lawyer\*.](#)

*Linda T. Sanders is the director of client experience, and Cory Strandson is the client experience manager, at Troutman Pepper Locke.*