

Press Coverage | March 25, 2022

Law Firms' Captive ALSPs Lure Associates as Work-Life Balance, Flexibility Take Center Stage

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Alison Grounds, managing director of Troutman Pepper eMerge, is quoted in the *Legaltech News* article, "[Law Firms' Captive ALSPs Lure Associates as Work-Life Balance, Flexibility Take Center Stage.](#)"

"You definitely see an interest in our space with people who maybe want a nontraditional [career] track," said Alison Grounds, a Troutman Pepper Hamilton Sanders partner and managing director of the firm's document review and compliance subsidiary eMerge. "If you want to be a traditional litigator [and become] a good researcher, litigator or orator you would not be interested in eMerge because that's not the bulk of what we're doing."

However, the associates attracted to eMerge typically value analyzing data to find patterns, collaboration and efficiency, Grounds noted. "The attorneys on my team that were once associates in a law firm have chosen to move to a practice where they are able to focus entirely [on] e-discovery," she added.

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At eMerge, for example, there's a "principal track" where associates can be involved in partner-level decisions and have direct client interactions as they gain experience, Grounds explained.

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