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Pennsylvania’s Am Law 100 Firms Are Diving Into Gen AI

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William Gaus

William Gaus, chief innovation officer at Troutman Pepper, was quoted in the February 6, 2024 *Legal Intelligencer* article, “Pennsylvania’s Am Law 100 Firms Are Diving Into Gen AI.”

“The purpose [of generative AI] is highly dependent on the user,” said William Gaus, chief innovation officer at Troutman Pepper. The firm announced its adoption of an internally-developed chatbot named Athena in August 2023.

Since then, the firm’s marketing department “has a 70% penetration rate of that group using it on a daily basis,” Gaus said, with the department employing the AI tool for tasks such as drafting social media posts and press releases.

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“Athena is located in the same private cloud with the same security tests…there’s other firm approved content in there as well,” Gaus said, noting that the firm only uses client data under client and general counsel approval.

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