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Talking Trendspotter: It's the Entire Legal Industry's Responsibility to Recognize the Value of Business Pros

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Troutman Pepper Chief Client Experience Officer Dan Pulka was quoted in the November 30, 2022 *Law.com* article “[Talking Trendspotter: It's the Entire Legal Industry's Responsibility to Recognize the Value of Business Pros.](#)”

“Forward-looking firms are recognizing that their business professionals not only add value to the firm's operations, but that they can add value to client relationships too,” wrote Daniel Pulka, chief client experience officer at Troutman Pepper in Philadelphia. “These firms are increasingly empowering their business professionals to work on client-facing projects and to have direct interaction with clients. At Troutman Pepper, we formalized these efforts with the launch of our client value program, Troutman Pepper Plus. The program, which is led by the client experience team, leverages the expertise of business professionals across the firm to provide clients with tailored solutions in areas like innovation, diversity, pricing, legal project management, pro bono, and more.”

Pulka said the firm sees “two outcomes from an approach that includes business professionals in the delivery of client value”:

“First, it improves morale among our business teams, who get to work on more varied and interesting projects where they see direct impacts with clients,” he said. “Second, it breaks down the walls between our attorneys and our business professionals. Both groups are working together to serve the client, and our business professionals are recognized by attorneys for the unique insight they can offer to clients.”