

Press Coverage | December 15, 2025

The 3 Trends That Dominated Companies' AI Rollouts in 2025

RELATED PROFESSIONALS

William Gaus

Will Gaus, Chief Knowledge Management and Innovation Officer at Troutman Pepper Locke, was quoted in the December 15, 2025 *Fortune* article, “[The 3 Trends That Dominated Companies' AI Rollouts in 2025](#).”

Law firm Troutman Pepper Locke is using AI in a wide variety of ways, including creating its own AI chatbot-style assistant for all employees to use. But chief innovation officer William Gaus [told Fortune](#) the firm is currently finding AI to be most useful for back-end administrative tasks, which he also believes are a great place to start because they're low risk.

For example, when the firm was completing its recent merger, his team created an agentic capability to redraft the bios of the incoming 1,600 attorneys, which needed to be updated to include the new firm's information and match its existing writing style. Gaus described how this made the process drastically more efficient compared to the last time they tackled this task, which took six months of manual work. Overall, the firm saved \$200,000 in time spent, he said.

RELATED INDUSTRIES + PRACTICES

- [Artificial Intelligence](#)