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# Troutman Pepper Locke Celebrates Successful Integration and Strategic Growth One Year Post-Merger Vote

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## ***Firm Reports Strong Financial Performance and Welcomes Rob Adam as COO to Drive Client Success and Continued Growth***

One year following the successful vote to approve the merger between Troutman Pepper and Locke Lord, Troutman Pepper Locke is proud to announce significant achievements in integration, client service, and strategic growth. The firm, which finalized its merger on Jan. 1, 2025, has demonstrated remarkable progress and is poised for a strong financial performance throughout the remainder of the year.

In an [interview with The American Lawyer](#), Troutman Pepper Locke's [Tom Cole](#), chair, and [David Taylor](#), vice chair, shared insights into the firm's successful integration, positive outcomes, and what's ahead for the firm. "We are, knock on wood, having a really strong year," Cole said. "2025 will be a year-over-year improvement consistent with where the market is trending."

The merger has facilitated seamless collaboration across the firm, with 86 percent of the top 100 clients now being served by attorneys from both legacy firms, spanning 11 different practice groups. "Only eight plus months into the merger, [those statistics] are really affirming to us," Cole noted. "It signals that people are treating this as [one] firm, rather than combined pieces of what used to be two different firms."

The firm has also made strides in talent attraction and retention, onboarding 19 lateral partner hires and receiving numerous inquiries from top candidates. "At 1,600 attorneys, we're not trying to be everything to everybody," Cole stated. "It's validation for us that the lateral market out there is viewing us as maybe a more favorable destination than even a year ago for either firm."

Taylor highlighted the combined firm's advancements in technology, particularly through its proprietary AI platform, Athena, as a key driver of success. "One of the really positive things from Locke Lord's side is the firm's AI. ... We were hitting infield singles in AI, and now Troutman Pepper Locke is hitting triples on the ball," Taylor remarked. Athena was instrumental in streamlining the merger process and continues to enhance client service by providing efficient legal research, document analysis, and strategic insights. With 62 percent of the firm utilizing Athena, the platform has significantly improved workflow efficiency and decision-making, positioning Troutman Pepper Locke at the forefront of legal innovation.

As the firm continues to grow, it remains committed to fostering a culture of innovation and collaboration. "Now at our size we can be a little more experimental and make sure we're trying to stay up with our peers," Cole emphasized. "We're not looking at just efficiency but also effectiveness."

Building on this foundation of innovation and strategic growth, Troutman Pepper Locke is marking this one-year

milestone by enhancing its operational capabilities. The appointment of Rob Adam as the firm's first chief operating officer is "the next step of Troutman Pepper Locke's growing sophistication," according to the publication. Adam's extensive experience in financial management and strategic planning aligns with the firm's commitment to future growth and success. "We're excited to get Rob Adam on board," Cole remarked. "His leadership will be instrumental in executing our strategic plan and ensuring we continue to deliver exceptional value to our clients."

## **Troutman Pepper Locke**

Troutman Pepper Locke helps clients solve complex legal challenges and achieve their business goals in an ever-changing global economy. With more than 1,600 attorneys in 30+ offices, the firm serves clients in all major industry sectors, with particular depth in energy, financial services, health care and life sciences, insurance and reinsurance, private equity, and real estate. Learn more at [troutman.com](https://troutman.com).