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Turning Former Colleagues into Long-Term Business Relationships: Key Takeaways from Troutman Pepper Locke

WRITTEN BY

[Clare Martin Roath](#)

Alumni programs in law firms are often treated as light-touch engagement initiatives. At Troutman Pepper Locke, WLG member firm for Massachusetts, USA, Director of Alumni Relations Clare Martin Roath described a more structured approach. Instead, the strategy in place positions alumni as an integral part of the firm's ongoing efforts to maintain client, talent, and market connectivity.

[Click here to read the full article in *World Law Group*.](#)