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# We Asked Every Am Law 100 Law Firm How They're Using Gen AI. Here's What We Learned

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Will Gaus, chief innovation officer at Troutman Pepper, was quoted in the January 29, 2024 *American Lawyer* article, "[We Asked Every Am Law 100 Law Firm How They're Using Gen AI. Here's What We Learned.](#)"

At Troutman Pepper Hamilton Sanders, some 800 people use internal and third-party generative AI on a daily basis, chief innovation officer William Gaus said in December. They include lawyers who use it to query documents and marketing professionals who use it to draft social media posts and press releases.

"As of today, it's an amazing personal productivity tool, and lawyers and administrative folks are discovering where generative AI can sit in their day to day and make themselves more efficient and valuable to the organization," Gaus said. "We want to leverage that in overall operations of the firm and overall delivery of legal services from the firm."

In 2024, Gaus said the question every organization will need to answer is a matter of scaling gen AI tools enterprise-wide: "How do we move generative AI from one of the most amazing personal productivity tools in the last decade to something that is integrated into enterprise solutions or operations so we can see those benefits throughout the day?"

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