

Linda T. Sanders

Director of Client Experience

Atlanta

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Linda collaborates with attorneys, business professionals, and clients to design and execute client feedback, value, and experience programs that strengthen and deepen clients' relationships with the firm.

OVERVIEW

Linda focuses on adding value to client relationships, developing creative and innovative solutions to clients' needs, and ensuring clients receive consistently excellent service.

Linda has more than 25 years of legal industry experience, including strategic roles in business development, continuing legal education, and court administration. She is an active member of the Legal Marketing Association, where she has planned and executed educational programming for law firm marketers and business development professionals at the local and regional levels.

Linda received her J.D. from the University of North Carolina School of Law and her bachelor's degree in English from Spelman College.

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Legal Marketing Association
- Corporate Legal Operations Consortium

EDUCATION AND CERTIFICATIONS**EDUCATION**

- University of North Carolina School of Law, J.D.
- Spelman College, B.A., English

BAR ADMISSIONS

- North Carolina (Inactive)

SPEAKING ENGAGEMENTS

- Speaker, “DEI as a Revenue Driver,” Legal Marketing Association DEI Advanced Intensive, May 11, 2022.

PUBLICATIONS

- Co-author, “Client Input Opens Doors for Stronger Relationships With Counsel,” *Bloomberg Law*, May 24, 2024.
- Author, “Leverage Meaningful Client Touchpoints,” *ABA Law Practice*, Vol. 49, No. 2, March/April 2023.
- Co-author, “Five Tips for Adding Value to Legal Clients’ Experience in 2023,” *Law360*, January 10, 2023.
- Author, “Leveraging Meaningful Touchpoints to Grow Your Business,” *Troutman Pepper Client Care Corner* – LinkedIn, April 29, 2022.

MEDIA COMMENTARY

- Interviewed, “Most Innovative Law Firm: Troutman Pepper,” *The Daily Report*, June 16, 2023.