Linda T. Sanders

Director of Client Experience

Atlanta

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Linda is a strategic advisor to attorneys and clients, focused on strengthening client relationships and advancing growth through client feedback and value-focused solutions.

OVERVIEW

Linda helps attorneys understand and address client concerns and identify opportunities to expand client relationships through structured client feedback and the firm's Troutman Plus value program. She translates direct client insight into practical, actionable guidance that improves client sentiment and supports relationship growth. Linda works closely with clients' legal operations leaders, providing consulting on a range of issues related to outside counsel management, value and operational efficiency. Her team launched and leads the firm's award-winning Horizons Legal Operations Summit, which convenes legal operations leaders for practical discussion, peer connection and shared learning.

Linda has more than 25 years of legal industry experience, including strategic roles in business development, continuing legal education, and court administration. Known for her ability to connect people and resources, Linda helps attorneys and clients move from insight to action – supporting stronger relationships, clearer strategy and long-term success for both clients and the firm.

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Legal Marketing Association

EDUCATION AND CERTIFICATIONS

EDUCATION

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

BAR ADMISSIONS

- North Carolina (Inactive)

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SPEAKING ENGAGEMENTS

- Speaker, “Client-Centric Innovation: Elevating Experience and Value,” Legal Marketing Association Northeast Conference, October 2025.
- Speaker, “Legal Innovation and Client Service – Redefining the Client Experience,” International Legal Technology Association, February 2025.
- Speaker, “From Key Account Management to Client Teams – Insights for Stronger Client Relationships,” Legal Marketing Association Annual Conference, April 2024.
- Speaker, “DEI as a Revenue Driver,” Legal Marketing Association DEI Advanced Intensive, May 11, 2022.

PUBLICATIONS

- Co-author, “From Combination to Cohesion: Client Feedback as a Strategic Integration Tool in Law Firm Mergers,” *The American Lawyer*, April 30, 2026.
- 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, “Client Experience (CX): Imperative or Optional?,” *Legal Sales & Service Organization*, April 14, 2025.
- Interviewed, “Most Innovative Law Firm: Troutman Pepper,” *The Daily Report*, June 16, 2023.