

ReedSmith

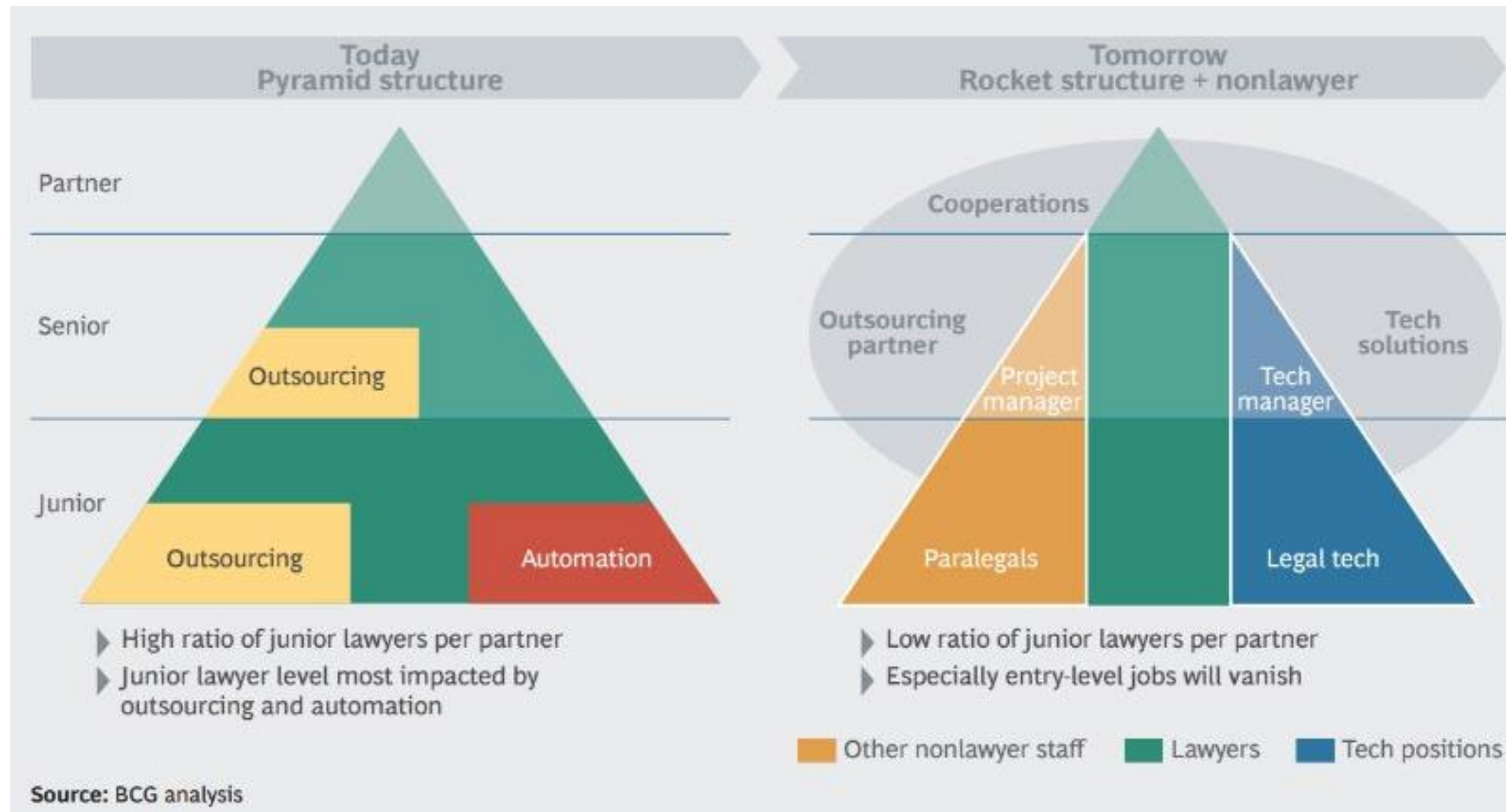
SOLID East
September 2023

David Cunningham

ReedSmith
Driving progress
through partnership

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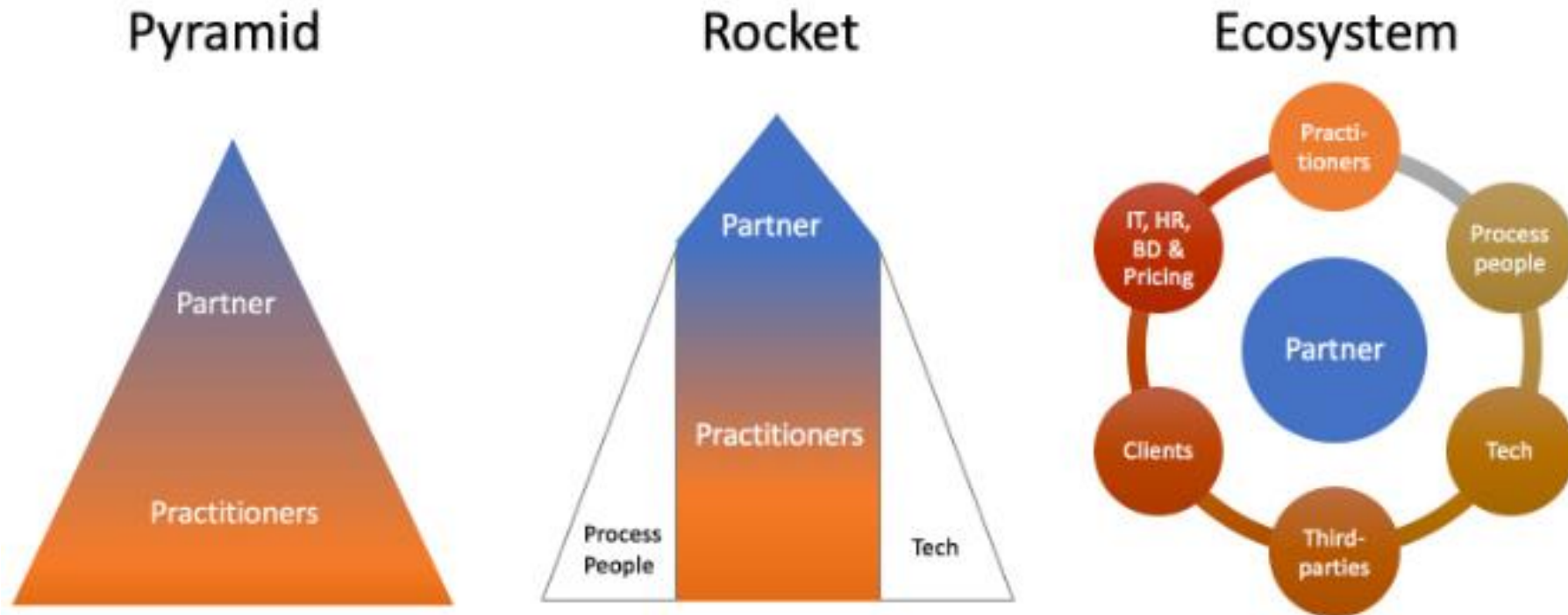
Evolving Roles and Big Law



David Cunningham

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THE EVOLUTION OF PROFESSIONAL PRACTICE



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Evolving Roles and Big Law

- **Product Focus**
 - Design
 - Pricing
 - Reducing 'Cost of Goods Sold'
 - Scaling to Deliver More, Quality
- **Matching Supply and Demand**
- **Integrating Supply Chain with Customers**

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Innovation



Strategic Pricing



Human Centered Design



Customer Experience



Data Science / Storytelling



Legal Ops



Applied AI



Resource Manager



New Model COO / MP



“Alternative” Specialists