

Nexsen Pruet's Peter Santos on Law Firm Innovation and Client Experience

Related Professionals

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News from Nexsen Pruet

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Nexsen Pruet was recently featured in *JDSupra.com*'s article "The Rainmakers Club: Expand the Scope of What That Means to Your Lawyers." The article details the benefits of law firms acting more broadly to take on a larger scale view of what "rainmaking" means, such as initiatives for more diversity or working with multiple departments to improve client experiences.

Article Excerpt:

Nexsen Pruet, a 180-attorney firm in the Carolinas, recognizes attorneys' efforts to embrace firm initiatives and support the firm's strategic vision to provide next level service and client-centric solutions.

"In today's fast-paced world, legal clients are demanding a sophisticated approach to the challenges facing their business. Their demand for innovation, customization and customer service is transforming the business of law and forcing firms to explore new business models," says Peter Santos, Nexsen Pruet's Managing Member of Professionals.

Nexsen Pruet's encouragement and recognition of these efforts is allowing the attorneys opportunities to drive success for the firm and its clients. Additionally, the attorneys participating in these initiatives realize their potential and ability to grow business outside of the traditional cycle, and feel a greater sense of buy-in.

[Click here to read the full article.](#)

Peter Santos focuses his practice on representing companies of all sizes in various business-related matters, with an emphasis on contracts and commercial transactions. He is the firm's Managing Member of

Professionals.

Nexsen Pruet is an AM Law 200 Firm with more than 200 professionals in eight offices providing regional capabilities with international strengths.