

P E R S U I T <sup>TM</sup>

THE PERSUIT 50

The Most Trusted  
Law Firms ON PERSUIT

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2023 EDITION

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PERSUIT is a legal technology platform that fundamentally changes how in-house legal teams engage with outside counsel.

By focusing on outcomes instead of billable hours, PERSUIT empowers the world's most innovative legal teams to choose partner firms in a way that is more fair, more equitable, more diverse, more predictable, and more transparent.

PERSUIT helps top corporate legal departments around the world to always find the right firm, at the right price, for any matter they might be facing — and lower their legal costs in the process.

# Objective Law Firm Rankings

*The 2023 PERSUIT 50 is our first report ranking the most trusted firms on the PERSUIT platform.*

We did not conduct surveys or phone interviews to determine the rankings in this report. We also do not accept any type of sponsorship or payment — “pay to play” — for placement in our rankings.

Instead, this year’s PERSUIT 50 and the additional rankings in this report rely on data from the thousands of requests for proposals (RFPs) and over \$1 billion USD of work awarded by companies using the PERSUIT platform. Over 1,500 service providers are active on PERSUIT, submitting proposals and winning work from some of the largest multinational corporations in the world.

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*The rankings in this report use total aggregate dollar amount and repeat engagements as their primary signals of trust.*

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The rankings in this report include data that go beyond firm size or profitability, providing objective indicators of the firms most trusted by clients on our platform.

The way we see it, the more often you buy something, the more you trust it.

## HOW TO READ THESE RANKINGS

Some of the firms at the top of this year’s PERSUIT 50 will come as no surprise. But others will. You’ll see a variety of firms that may be new to you or are ranked much higher or lower than you might expect. This is by design.

Our hope is that this report introduces you to firms that may be unknown or unexpected to you — firms doing high-quality work, despite them escaping other industry rankings.

For that reason, we’ve also included several additional rankings in this report, including the most trusted firms on PERSUIT among smaller firms (those outside the Global 200) and those with NAMWOLF diversity certification. You will also find firms ranked by average award value and the top firms by return business — additional measures that show firms earning repeat business from clients on PERSUIT.

## THE DATA

This report is based on data used to power [PERSUIT’s Firm Recommender module](#), launched in late 2022. Firm Recommender uses data to help in-house counsel with panel creation, validation of existing panels, finding appropriate firms to invite to matters, and law firm selection. With more than \$7 billion in proposals, \$1 billion in work awarded, and more than 1,500 participating firms, PERSUIT has robust data on factors including cost, diversity, and firms’ success in past matters.

# The 50 Most Trusted Law Firms ON PERSUIT

For firms ranked 26 to 50, see next page.  
For a detailed methodology, see page 9.

The 2023 PERSUIT 50, shown below, ranks law firms according to the total dollar amount of matters awarded to them on the PERSUIT platform in 2021 and 2022.

More than any other measure, cumulative buying decisions indicate the level of trust earned by firms as they compete for the more than \$1 billion in matters transacted on our platform. For context, we also show the approximate placement of each firm in a well-known industry ranking to underscore how this report offers a different picture of the world's top law firms.

PERSUIT 50 RANK	FIRM	GLOBAL 200 RANKING COHORT
1	Kirkland & Ellis LLP	1-10
2	Gibson Dunn & Crutcher LLP	11-25
3	Alston & Bird	51-100
4	Cooley	26-50
5	Latham & Watkins	1-10
6	WilmerHale	26-50
7	Winston & Strawn	51-100
8	DLA Piper	1-10
9	Ropes & Gray	11-25
10	Morgan Lewis & Bockius	1-10
11	Perkins Coie	51-100
12	Finnegan	101-200
13	Goodwin	26-50
14	Weil Gotshal & Manges	11-25
15	Sidley Austin	1-10
16	Hogan Lovells	11-25
17	Freshfields Bruckhaus Deringer	11-25
18	Jones Day	11-25
19	Baker McKenzie	1-10
20	Crowell & Moring	101-200
21	Morrison & Foerster	26-50
22	Fish & Richardson	101-200
23	Linklaters	11-25
24	Bryan Cave Leighton Paisner	51-100
25	Eversheds Sutherland	26-50

# The 50 Most Trusted Law Firms ON PERSUIT *Continued*

For detailed methodology, see page 9.

PERSUIT 50 RANK	FIRM	GLOBAL 200 RANKING COHORT
26	Clifford Chance	11-25
27	Orrick Herrington & Sutcliffe	26-50
28	Shearman & Sterling	51-100
29	Kilpatrick Townsend & Stockton	101-200
30	Covington & Burling	26-50
31	Duane Morris	51-100
32	Mayer Brown	26-50
33	Blank Rome	101-200
34	Pillsbury Winthrop Shaw Pittman	51-100
35	Norton Rose Fulbright	11-25
36	King & Spalding	26-50
37	Hunton Andrews Kurth	51-100
38	CMS	11-25
39	Willkie Farr & Gallagher	51-100
40	Greenberg Traurig	11-25
41	Ogletree Deakins	51-100
42	Simmons & Simmons	51-100
43	Troutman Pepper	51-100
44	Locke Lord	101-200
45	Ballard Spahr	101-200
46	Arnold & Porter	51-100
47	McCarthy Tétrault	51-100
48	Wilson Sonsini Goodrich & Rosati	26-50
49	Faegre Drinker	51-100
50	Seyfarth Shaw	51-100

# Top Firms with NAMWOLF Certification

For detailed methodology, see page 9.

Below, we've ranked firms by total dollar amount of work awarded on the PERSUIT platform in 2021 and 2022, but we list only firms with a diversity certification from the National Association of Minority- and Women-Owned Law Firms (NAMWOLF).

PERSUIT provides data on firms' diversity certifications as part of its mission to arm in-house legal teams with a broader set of factors when selecting outside counsel.

RANK	FIRM	GLOBAL 200 RANKING COHORT
1	Kuchler Polk Weiner	Outside the Global 200
2	Estes Thorne & Carr	Outside the Global 200
3	Walsh Pizzi O'Reilly Falanga	Outside the Global 200
4	BurgherGray	Outside the Global 200
5	Hamilton Miller & Birthisel	Outside the Global 200

# Top 10 Firms Outside the Global 200

Below, we've ranked firms by the total dollar value of matters won in 2021 and 2022 on PERSUIT, but we only included firms that are not listed in the well-known Global 200 industry ranking. With more than 1,500 firms active on the platform, PERSUIT expands legal teams' ability to find and select eligible firms when awarding work.

RANK	FIRM
1	McKool Smith
2	Miller & Chevalier
3	Bressler Amery & Ross
4	Kuchler Polk Weiner
5	Estes Thorne & Carr
6	Parker Poe Adams & Bernstein
7	Khaitan & Co
8	Walsh Pizzi O'Reilly Falanga
9	Carlton Fields
10	BurgherGray

# Top 25 Firms by Average Value of Awarded Work

For detailed methodology, see page 9.

Below, we've ranked firms by the average dollar value of the individual matters they have been awarded on the PERSUIT platform in 2021 and 2022.

In contrast to total spend, which is influenced by the volume of matters awarded to a firm, this measure spotlights the firms being awarded the most valuable individual matters. It is indicative of the depth of clients' trust.

RANK	FIRM	GLOBAL 200 RANKING COHORT
1	Kirkland & Ellis	1-10
2	Gibson Dunn & Crutcher	11-25
3	Perkins Coie	51-100
4	Finnegan	101-200
5	Cooley	26-50
6	Weil Gotshal & Manges	11-25
7	Alston & Bird	51-100
8	Crowell & Moring	101-200
9	WilmerHale	26-50
10	Winston & Strawn	51-100
11	Ropes & Gray	11-25
12	Goodwin	26-50
13	Fish & Richardson	101-200
14	Orrick Herrington & Sutcliffe	26-50
15	Latham & Watkins	1-10
16	Kilpatrick Townsend & Stockton	101-200
17	Jones Day	11-25
18	Willkie Farr & Gallagher	51-100
19	Sidley Austin	1-10
20	Locke Lord	101-200
21	Blank Rome	101-200
22	Pillsbury Winthrop Shaw Pittman	51-100
23	Duane Morris	51-100
24	Wilson Sonsini Goodrich & Rosati	26-50
25	Shearman & Sterling	51-100

# Top 10 Firms by Return Business

For detailed methodology, see page 9.

In the ranking below, we've listed the top 10 firms by the average number of times individual clients have awarded matters to the firm on the PERSUIT platform in 2021 and 2022.

The frequency with which a client awards work to the same firm is another key indicator of depth in trust. This ranking does not take into account dollar spending, so it puts firms awarded relatively fewer or less valuable matters on an even playing field with peers.

RANK	FIRM	GLOBAL 200 RANKING COHORT
1	Addleshaw Goddard	101-200
2	Freshfields Bruckhaus Deringer	11-25
3	Norton Rose Fulbright	11-25
4	Baker McKenzie	1-10
5	CMS	11-25
6	Bryan Cave Leighton Paisner	51-100
7	Eversheds Sutherland	26-50
8	Herbert Smith Freehills	26-50
9	Simmons & Simmons	51-100
10	Cooley	26-50



## METHODOLOGY

# The PERSUIT platform

This report is based on a subset of the data used to power PERSUIT's Firm Recommender module, launched in late 2022.

Firm Recommender uses data to help in-house counsel with panel creation, validation of existing panels, finding appropriate firms to invite to matters, and law firm selection. With more than \$1 billion USD in matters awarded on its platform and more than 1,500 firms participating, PERSUIT has robust data on factors including cost, diversity, and firms' success in past matters.

## CLIENT DATA PROTECTIONS

Of note, within Firm Recommender and anywhere else on the PERSUIT platform where aggregated and anonymized data is leveraged, no single client's data can make up more than 33% of the aggregated results, and no client names are displayed — all to ensure no metrics of any kind are attributable to them.

Similarly, in the PERSUIT 50 report, law firms are only shown if they have worked with three or more clients on the platform.

# Rankings methodology

## THE MOST TRUSTED LAW FIRMS

For the main rankings, how clients allocate their dollars to outside counsel is considered the best measure of trust available. The data is taken from matters sent out during the indicated timeframe, which is the 24 months ending December 31, 2022. Law firms are ranked according to the total, i.e. aggregate, dollar amount of matters awarded in the period on the PERSUIT platform. Firms must have been invited to matters by at least three clients and been awarded at least three matters in the study period to be considered for the PERSUIT 50 ranking.

Law firms' ranking band in the most recent Global 200 Ranking from Law.com is listed to offer context on how this PERSUIT methodology differs from one oft-cited industry benchmark.

## OTHER RANKINGS

### *NAMWOLF-certified and firms outside the Global 200*

PERSUIT's mission is to promote transparency, increase price fairness, and elevate additional factors for in-house counsel to consider when selecting outside counsel. As such, we've provided these rankings to expand the selection lens to diverse firms and those that fall outside of traditional rankings. Here, the methodology is the same as in the main rankings but with firms required to have been awarded at least two matters on PERSUIT in the timeframe. Firms are restricted to those that are NAMWOLF-certified in the first table on page 6. In the second, the firms shown are not in the most recent Global 200.

### *Average value of matters won*

The final value of accepted proposals in the ranking period are averaged by firm to determine the standing of firms by average value of work awarded, as shown on page 7.

### *Awarded matters per client*

The average number of awarded matters per client is an indicator of the depth of trust in firms as it measures return business. For this ranking, firms had to have been awarded matters from at least three separate clients in the period on PERSUIT.

**\$1B+**

in matters awarded on PERSUIT

**1000s**

of matters

**50+**

Fortune 500 clients