



News & Trending

NEWS

SMITH ANDERSON FIRM CHAIR GERALD ROACH RECOGNIZED AS A 2020 BTI CLIENT SERVICE ALL-STAR

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BTI Consulting Client Service All-Star

Firm Chair Gerald Roach has been named a **2020 BTI Client Service All-Star** for his dedication to providing superior client service. Gerald is one of just 475 attorneys in the United States to be appointed to this prestigious list composing lawyers who, clients say, consistently set the standard for outstanding service.

The BTI Client Service All-Stars is an annual list published by BTI Consulting Group, a leading independent business research firm. Considered a guide to the attorneys commanding the attention of General Counsel and legal decision makers at large organizations, BTI works directly with clients to discover which attorneys are truly influencing and changing the legal industry. According to BTI, “No attorney can lobby to be added to the list, self-submit nominations or provide corporate counsel names to be interviewed. The only way to become a BTI Client Service All-Star is for corporate counsel to single out an attorney for client service exceeding all others.”

The driving force behind this recognition can be attributed to Gerald’s client philosophy, “Excellent client service is not one size fits all. Each opportunity or challenge is unique. When it comes to working with clients on transactions, governance or personnel matters, I believe in working with the client to develop an approach that is designed to optimize results in light of the specific people and circumstances involved. Have the objective in mind but be willing to reassess the approach after each step. Listen to the client so you can be the trusted advisor they need.”

In addition to serving as Smith Anderson’s Firm Chair and as Chairman of the Board of Trustees of Wake Forest University, Gerald maintains an active legal practice and advises clients on international mergers and acquisitions, joint ventures, corporate governance matters, public company securities, private financings, technology law and advising boards of directors and special committees. He regularly represents public and private growth companies and private equity firms with their general corporate needs and domestic and international transactions. He has been involved in numerous transactions valued at over \$50 billion in the last five years.

Among many honors from leading legal credentialing publications, Gerald was named a BTI Client Service All-Star in 2016 and an All-Star and MVP in 2017. Recently, Smith Anderson was recognized as a leader in client service for the fifth year in a row by the BTI Client Service A-Team 2020 and earlier this year was named as one of just 37 midsize law firms across the country “punching above their weight” by bringing “the same level of confidence and reliability as the big firms.”

BTI Consulting All-Stars

The BTI Client Service All-Stars 2020 draws solely on in-depth, telephone-based interviews as part of BTI's ongoing Annual Survey of General Counsel, now in its 19th year. For more information, please visit <https://bticonsulting.com/>.

PROFESSIONALS

Gerald F. Roach

