



## Chief Knowledge and Innovation Officer Discusses Importance of Business Experts in Big Law

News

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*Law.com* covered a panel discussion that featured Chief Knowledge and Innovation Officer **Evan Shenkman**, who spoke about the need for “Big Law” to get on board with the idea that business professionals—not just practicing attorneys—should have more involvement in client relationship management.

Evan said the emergence of more business-focused positions is changing the way law firms interact with clients, citing Fisher Phillips’ recently created chief content officer role, a person who oversees production of information for clients, which supplements the legal acumen the attorneys bring to the table.

“Clients don’t just want their attorneys to handle cases anymore,” he said. “They want information on their industry.”

Read the full article on [Law.com](#) (subscription required).

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### ***Related People***



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## ***Related Offices***

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