

Crowell & Moring Promotes Alma Asay To C-Suite

By **Steven Lerner**

Law360 (May 1, 2023, 3:29 PM EDT) -- Notable legal technologist Alma Asay was promoted by Crowell & Moring LLP as the law firm's first chief innovation and value officer on Monday.

Asay is the sixth member of Crowell's chief executive team. The appointment comes less than two years after Asay joined the BigLaw firm as senior director of practice innovation and client value in June 2021.

"Alma's laser focus on driving efficiency, increasing value, and creating customized innovative service solutions for our clients has been nothing short of extraordinary," Chahira Solh, chair of the firm's executive committee, said in a statement.



Alma Asay

Asay will steer Crowell's innovation projects in areas such as matter management, regulatory monitoring, knowledge management and technology applications. She will continue to collaborate with lawyers and the firm's staff as well as clients' legal teams to deliver technology solutions.

Since joining the firm in 2021, Asay has ushered in offerings such as a service for interactive maps that tracks regulatory developments across the country. She has also guided the firm's artificial intelligence projects and co-chairs the technology innovation committee.

"Technology is transforming the way law firms work and has the potential to measurably improve client value, but lost in all the excitement about emerging technologies like AI is the art of listening," Asay said in a statement. "When you combine innovative approaches, through technology or otherwise, with hearing our clients and exceptional lawyering, you develop a potent combination that takes client service to the next level."

After six years as an attorney at Gibson, Dunn & Crutcher LLP starting in 2005, Asay founded the cloud-based litigation management platform Allegory Law Inc. In 2017, the alternative legal services provider Integreon Managed Solutions Inc. acquired Allegory, and Asay then served as Integreon's chief innovation officer.

Before Crowell, Asay worked at legal tech giant Litera Technology LLC as an evangelist, a common role in technology that involves educating clients and growing market support for a product.

Asay is a graduate of the New York University School of Law.

In April, Crowell & Moring LLP hired Joel Gustafson, a former chief technology officer at Mayer Brown LLP, as its next chief information officer.

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