

Crowell & Moring's New Dallas Leader Talks Landing In Texas

By Lynn LaRowe

Law360 (August 13, 2025, 4:01 PM EDT) -- When Crowell & Moring LLP recently brought on a large insurance-side healthcare group from Reed Smith LLP, including 16 partners and a number of counsel and associates, the firm also made its debut in the Lone Star State.

Six of the team's members came aboard in Dallas, and partner Scott Williams, who has taken the helm of the new office, said he expects that number to grow as the firm adds practice groups and staff to meet client demand in the booming North Texas legal market.

Williams joined Reed Smith after three years of in-house work for Blue Cross Blue Shield of Texas. Before then, he was a commercial litigator at Akin Gump Strauss Hauer & Feld for two decades.



Scott Williams

Williams recently talked with Law360 Pulse to talk about the move and goals for the Dallas office. The interview has been edited for length and clarity.

What led you to want to join Crowell & Moring?

The opportunity was really intriguing. The two groups complement each other really well. Central to our practice was a lot of managed care litigation and arbitration and some regulatory work that fit really well with the Crowell team's litigation, regulatory, transactional, recovery and investigational practices for healthcare clients.

I thought those two practices married together could really take off, really grow. Another thing that really interested me is that we have deep relationships with our clients and the Crowell folks do too. I really love how enthusiastic the other Crowell practice partners are about the opportunities for growth with the combination of the two teams. We really can now provide full-service to our healthcare clients.

We did a lot before for our clients, but now we are able to do more. And I also got excited when I learned Crowell wanted a presence in Dallas. Knowing that was a focus for them just really ramped it up for me personally.

What made you want to take on leadership of the new Dallas office?

This opportunity, which I'm so excited about, to take the role of managing partner of the Dallas office gives me and the other colleagues joining me here in opening the office the opportunity to set the tone and culture.

My values mirror the values at Crowell. Their mission statement talks about providing high-quality legal services while also providing for personal growth, maintaining an inclusive atmosphere of mutual trust and respect. We're committed to meaningfully including a broad range of talents and perspectives and being committed to the communities where we work. Every one of those things is important to me, so having the chance to set the tone and promote those ideals in establishing a new office is important.

If we do that, we can attract good laterals to join us. We brought a great client base, and the Crowell team has a great client base. I think there is a lot of opportunity for growth in the Dallas office and throughout Texas.

What practice groups do you expect to add in Dallas?

There are a number of areas that are traditionally strong for Crowell — government contract work, antitrust work, commercial litigation, it makes sense to play on those existing strengths.

There are so many big companies here or relocating here, they have government contracts, they have antitrust issues, and when you've got businesses you're going to need commercial litigation.

The big banks here already have relationships with Crowell in other parts of the country and clients in Dallas. One of the reasons to move here is because clients are asking us to. We will be adding lawyers with practices that our clients want us to have in Dallas.

I think Crowell saw this as an opportunity to not only add this managed care team to its healthcare practice but also to move their footprint into Texas where their clients are asking them to be.

When you've got a concentration of businesses the tentacles grow out so far in all the different ways that they touch the lives of people, touch so many different facets of industry, business, employment and everything else.

The plan is to get into Dallas and find the right people, people who will complement what we are already doing. We are looking for people to add to the areas our clients want. If you want to work in an atmosphere where everyone is pulling for each other and supporting each other, you might want to work for Crowell.

There are an immense number of talented folks wanting to work in Dallas, people coming out of law school, people coming from in-house positions, laterals who see this region as a place to continue growing. To be successful you've got to figure out who you are as a firm and then find people who fit with that, who will be good additions. We've got to find people who fit not just from a practice standpoint but from an ethos standpoint.

If we find someone with a practice that complements the existing practices it can make everybody that much more successful. It's not addition, it's multiplication. Together we can grow opportunities not just one by one but by more than one at a time.

Great culture really shines through to prospective hires. I'm a big believer that the culture of a firm can make or break an office.

--Editing by Brian Baresch.

