

# Big Law's Innovation Title Is Easy to Win and Easier to Lose

"I've been writing about Big Law's "innovation space" long enough to spot a cycle. A law firm announces new innovators or innovative ideas. These grab the attention of a cynical industry. The story becomes, "Big Law is finally changing!" The particular law firm becomes the proof," reports Roy Strom in Bloomberg Law.

"But eventually, the firm's grip on the prize—let's call it the "Big Law Innovation Title"—slips, until a different firm comes along to grab it. There is no Big Law innovation dynasty, and this week showed proof of that. I reported Tuesday that David Cambria has left Baker McKenzie, where the long-time legal department change agent almost singlehandedly won the Big Law Innovation Title by taking on the chief services officer position at one of the world's largest law firms."

*Read the article.*