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"There's a way to do it better. Find it." – Thomas Edison



## JAMES GOODNOW

James Goodnow is Fennemore's CEO. Nearly two decades after starting his career at the firm as a file clerk, he became the youngest known chief executive of a major law firm in U.S. history when he started in his current role in 2018. He earned his JD at Harvard Law School, a master's degree in entrepreneurship at the University of Cambridge Business School (U.K.), and a B.S. from Santa Clara University, where he graduated first in his class.

During his time as CEO, James has focused on positioning Fennemore for the future. He has helped lead the M&A teams that have resulted in the opening of 15 new offices around the U.S.—allowing the firm to better serve its business client base. Fennemore's upward trajectory led to it being named the **#1 firm in the U.S. for year-over-year revenue growth according to the 2023 American Lawyer Am Law 200 rankings (45.6%)**. He's been at the forefront of artificial intelligence innovation, driving the launch of **Project BlueWave AI**, an industry-leading, proprietary, and secure system that empowers teams to deliver exceptional client service. He's helped pioneer **Fennemore Forward**, a bold new platform redefining workplace flexibility. He and the firm's senior leadership team believe in listening carefully and always putting people first—a philosophy that contributes to Fennemore's **industry-leading retention and job-satisfaction statistics**.

James is known for his thought leadership at the intersection of law and business. He has been featured on the cover of *The American Lawyer* ("Meet the New Boss ... James Goodnow Shows What the Firm of the Future Might Look Like"), and *ABA Journal* named him one of "America's Techiest Lawyers" in a cover story. Apple profiled James on Apple.com and in a worldwide "Apple in Business" ad campaign. He is a contributor to *Entrepreneur Magazine* and writes a **law firm management, leadership, and innovation column** for *Above the Law*. He is the co-author of *Motivating Millennials: How to Recognize, Recruit and Retain the Next Generation of Leaders*, which debuted at #1 on Amazon in the business management new release category.

James is involved in the community. He has chaired, served on the board, or been involved in many organizations, including Make-A-Wish AZ, TGen (Translational Genomics Research Institute), the National Kidney Foundation of Arizona, Brophy College Preparatory, the AZ Center for the Blind & Visually Impaired, and more. He is married to his high school sweetheart and is the proud father of two children. Outside of the office, James can be found playing pickleball with his family. He enjoys wine because it's about people, culture, history, science, and relationships. He's a Level I sommelier with the Court of Master Sommeliers.

## EDUCATION

- J.D., Harvard Law School (Thesis/3L paper on research-focused LegalTech)  
Master's Degree, University of Cambridge Business School (U.K.), Entrepreneurship
- (Thesis-"Reboot: Using Entrepreneurial Strategies to Infuse Innovation in Established Businesses").
- MIT Sloan School of Management, Dual Certificates in (i) Management & Leadership, and (ii) Strategy & Innovation
- Harvard Business School, Management Certificate ("Becoming a Better Manager," HBSO)
- B.S., Santa Clara University, *summa cum laude* (graduated first in class)
- Certified Mergers & Acquisitions Professional (M&AP), Institute for Mergers, Acquisitions and Alliances (IMAA)
- Certified International Mergers & Acquisitions Professional (IM&A), Institute for Mergers, Acquisitions and Alliances (IMAA)
- Phi Beta Kappa







## AREAS OF PRACTICE

# Professional Services M&A Experience

James has led or co-led M&A transactions that have led to the opening of 10 new Fennemore offices across the United States.

- Mergers & Acquisitions

## AWARDS AND HONORS

- Innovative Business Leader of the Year, *AZ Big Media*
- Best Lawyers in America®
- Southwest Super Lawyers®
- Top 50 AZ Big Media Leaders to Watch in 2025, *AZ Big Media*
- Top 100 Lawyers in Arizona, *AZ Big Media*
- AZ Business Leader, *AZ Business Magazine*
- Lifetime Achievement, America's Top 100 Attorneys®
- Top 100 Lawyers, *AZ Business Magazine*
- AZ Business Leader, *AZ Business Magazine*
- *Newsweek*, 20 Leaders (Law)
- AV® Preeminent™ Peer Review Rated (the highest rating available), by Martindale-Hubbell
- AZ Big 100, Business Leaders, *AZ Big Media*

## ARTICLES AND PRESENTATIONS

- Quoted, "[Fennemore Aims to Expand Talent Pool with New Remote-Work Program](#)," ABA Journal, July 11, 2024
- Quoted, "[Fennemore Launches New Frontier for Remote Attorneys with Fennemore Forward](#)," AZ Big Media, July 10, 2024
- Quoted, "[A Big Law Firm Launches National Remote Work Push After Hiring Dozens in Denver](#)," Denver Business Journal, July 10, 2024

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- Quoted, "[Fennemore Craig Launches Formal Remote Work Program for Lawyers](#)," JDJournal, July 9, 2024
- Quoted, "[Another US Law Firm Touts Fully Remote Option, Bucking Post-Pandemic Trend](#)," XM.com, July 9, 2024
- Quoted, "[Law Firm Introduces a New Standard for the Modern Law Firm with 100% Remote Work Program](#)," inBusiness Phoenix, July 9, 2024
- Quoted, "[Fennemore Announces New Fully Remote Work Platform](#)," Law Week Colorado, July 9, 2024
- Quoted, "[Biglaw Firm Says Blanket Mandated Office Policies Are a Mistake, Launches Remote Recruiting Effort](#)," Above the Law, July 9, 2024
- Quoted, "[Want to Work Remote? Fennemore Law Firm Just Launched a National Hiring Program](#)," Phoenix Business Journal, July 9, 2024
- Quoted, "[Another US Law Firm Touts Fully Remote Option, Bucking Post-Pandemic Trend](#)," Reuters, July 9, 2024
- Quoted, "[Path to Greatness: How Good Lawyers Become Great Leaders-the Power of Personal Responsibility](#)," Law.com, May 17, 2024
- Quoted, "[Fennemore Announces Major Expansion in Denver](#)," AZ Big Media, April 3, 2024
- Quoted, "[Fennemore Craig Makes Another Mass Lawyer Hire, Leading to Closure of Denver Law Firm](#)," ABA Journal, April 2, 2024
- Quoted, "[Phoenix Law Firm Expands in Denver, nearly 80 Lawyers and Legal Professionals to Join](#)," In Business Phoenix, April 2, 2024
- Quoted, "[Fast-Growing Fennemore Adds 50 Lawyers from Denver Firm](#)," Reuters, April 1, 2024
- Quoted, "[Fennemore Targets Denver Law Firm in Latest Expansion Move](#)," Phoenix Business Journal, April 1, 2024
- Quoted, "[Moye White Attorneys to Join Fennemore This Month](#)," Law Week Colorado, April 1, 2024
- Quoted, "[Fennemore Craig Adds 80 Legal Pros from Moye White](#)," Law 360, April 1, 2024
- Quoted, "[After 47 Years Denver's Moye White to Wind Down After Most Lawyers Join Fennemore Craig](#)," Law.com, April 1, 2024
- Quoted, "[Fennemore's Monumental Denver Expansion](#)," Business Wire, April 1, 2024
- Quoted, "[Nearly All of Moye White Leaving for Another Law Firm](#)," Business Den, April 1, 2024
- Quoted, "[Fennemore's Monumental Denver Expansion](#)," ADVFN, April 1, 2024
- Quoted, "[Fennemore Craig CEO on Kicking Off 2024 with Rapid Growth](#)," Law360, March 1, 2024
- Quoted, "[Fennemore Craig Growing in California with Sullivan Hill Merger](#)," Law360, January 30, 2024

- Quoted, "[Fennemore and Sullivan Hill Combine Law Offices in San Diego](#)," PRWeb, January 30, 2024
- Quoted, "[Fennemore Acquires San Diego Firm, Solidifying West Coast Presence](#)," Law.com, January 30, 2024
- Quoted, "[Still Bullish on Growth, Fennemore Merging with Seattle Firm](#)," Law 360, January 10, 2024
- Quoted, "[Latest law firm merger brings Phoenix-founded Fennemore to Seattle](#)," Reuters, January 9, 2024
- Quoted, "[Fennemore and Savitt Bruce & Willey Combine in Seattle](#)," Business Wire, January 9, 2024
- Quoted, "[Seattle's Savitt Bruce & Willey combines with Phoenix-based law firm](#)," Puget Sound Business Journal, January 9, 2024
- Quoted, "[Fennemore continues expansion rollout, combines with Seattle firm](#)," Phoenix Business Journal, January 9, 2024
- Quoted, "[Fennemore Merges with Savitt Bruce & Willey, Expands to Seattle](#)," BNN Breaking, January 9, 2024
- Featuring, "[Most Admired Companies](#)," AZ Big Media, September/October 2023
- Author, "[Why Long-Term Strategic Planning is the Lifeline Your Business Needs Right Now](#)," Entrepreneur, September 20, 2023
- Interview, "[Returning to the office won't get 'Zoom Associates' back up to speed](#)," Law.com, August 15, 2023
- Featuring, "[Firms more Eager to use AI for Business Development, not so much Legal Services](#)," Law.com, July 25, 2023
- Author, "[Don't Let Your Law Firm Get Over-Lawyered To Death](#)," Above the Law, July 21, 2023
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- Author, "[That's How We've Always Done It' is Killing Your Business — Here are 4 Simple Ways to Cultivate Consistent Success](#)," Entrepreneur.com, June 30, 2023
- Featuring, "[Why is Big Law Growing When Demand is Dropping](#)," Law.com, May 30, 2023
- Author, "[Tomorrow Is Here \(Again\)](#)," Above the Law, May 26, 2023
- Featuring, "[James Goodnow: Winner of the Most Innovative Business Leader Of The Year](#)," AZ Big Media, May 18, 2023
- Featuring, "[Pressures to grow are everywhere so are the hazards of doing so carelessly](#)," Law.com, May 9, 2023
- Featuring, "[Here are the finalists for the 2023 Champions of Change Awards](#)," AZ Big Media, April 13, 2023
- Featuring, "[NextGen Legal Podcast Episode 4: The Platinum Rule With James Goodnow](#)," Withum, March 13, 2023
- Author, "[Big Law Rates in this Economy Midsize and Specialized Firms Poised to Gain Market Share in 2023](#)," Law.com, February 2023

- Author, "The Business of Fun," Above the Law, February 17, 2023
- Featuring, "James Named One Of The Top 25 Business Leaders To Watch In Arizona for 2023," AZ Big Media, January 23, 2023
- Author, "The Lean Law Firm" Above the Law, December 16, 2022
- Author, "Has Yale Changed The Law School Rankings Game?" Above the Law, December 2, 2022
- Interview, "James Goodnow, CEO," inBusiness, December 1, 2022
- Featured, "19 Top Leaders Who Are Making a Real Difference!" inBusiness, December 1, 2022
- Author, "Does Biglaw Need Less Lawyering?" Above the Law, November 4, 2022
- Author, "The Haves And The Have Nots," Above the Law, October 21, 2022
- Author, "The Recessionary RULES," Above the Law, October 7, 2022
- Author, "A Letter To A New Associate: 2022 Edition," Above the Law, September 23, 2022
- Author, "How Biglaw Firms Can Think Like A Startup," Above the Law, September 9, 2022
- Author, "Down With The LSAT?" Above the Law, August 26, 2022
- Quoted, "'Ghosting Exposes the Shaky Foundation of Many Law Firm-Client Relationships,'" Law.com, August 18, 2022
- Author, "Law Firm Marriages 101," Above the Law, July 29, 2022
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- Quoted, "[Fennemore to Combine With 56-attorney California Law Firm](#)," Reuters, June 14, 2022
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- Author, "[Stop Managing Like A Lawyer](#)," Above the Law, May 20, 2022
- Interview, "[In Their Words: BigLaw Leaders On Why They Merged](#)," Law360, May 18, 2022
- Author, "[One Bar Admission To Rule Them All?](#)" Above the Law, May 6, 2022
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- Quoted, "[Fennemore Poaches 25 California Attorneys in Ongoing Westward Push](#)," Reuters, April 5, 2022
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- Quoted, "[Fennemore Scoops Up 24-Lawyer Group From Southern California Firm](#)," Law.com, April 5, 2022
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- Author, "[Young Lawyers In Trouble](#)," Above the Law, February 11, 2022
- Author, "[Talent Tug of War](#)," Phoenix Business Journal, February 4, 2022
- Author, "[Are The Stories About Your Law Firm Worth Telling](#)," Above the Law, January 28, 2022
- Author, "[The Hidden Factor Undermining Your Firm's COVID-19 Protocols](#)," Above the Law, January 14, 2022



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- Author, "My Thanksgiving Objection," *Above the Law*, November 19, 2021
- Author, "Is Every Company a Tech Company," *InBusiness Greater Phoenix*, November 1, 2021
- Author, "Sense, Seek, Seize," *Above the Law*, October 29, 2021
- Author, "LegalZoom Is Coming For Your Lunch," *Above the Law*, October 15, 2021
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- Quoted, "Fastest-Growing Biglaw Firm Fennemore Strikes Again With Reilly Add," Nevada Business, August 3, 2021
- Quoted, "Fennemore Craig Acquires Denver Trial Firm As It Plots Continued Expansion in the West," Law.com, August 3, 2021
- Quoted, "Reilly LLP, Leading Colorado Trial and Litigation Firm Joins Forces With Fennemore," Financial Post, August 3, 2021
- Quoted, "Reilly LLP, Leading Colorado Trial and Litigation Firm Joins Forces With Fennemore," Yahoo! Finance, August 3, 2021
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- Author, "A Letter to Incoming Associates," *Above the Law*, June 4, 2021
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- Quoted, "Talking Trendspotter: Readers Say Business Pros Can Help Law Firms Innovate—but Only If They Have Support From the Top," Law.com, May 10, 2021
- Author, "How to Start Working Backward," *Above the Law*, May 7, 2021
- Interview, "New rules allow investment in law firms by non-lawyers," Arizona PBS, May 3, 2021
- Interview, "James Goodnow of Fennemore: 5 Things I Wish Someone Told Me Before I Became a C-Suite Executive," *Authority Magazine*, April 26, 2021
- Author, "Why Are Lawyers Leaving Money On The Table?" *Above the Law*, April 9, 2021
- Author, "Stop Managing Your Law Firm From Crisis to Crisis," *Above the Law*, March 26, 2021

- Author, "Profitability 2.0," *Above the Law*, March 12, 2021
- Quoted, "'This is the gold rush.' The buzz about Arizona licenses," *Law.com*, March 12, 2021
- Quoted, "16 Useful Tips For Safely Reopening Offices," *Forbes*, March 10, 2021
- Quoted, "Working Together in a Post-COVID World: How and Where," *Law.com*, March 5, 2020
- Author, "What Productizing Means to Your Law Firm," *Above the Law*, February 26, 2021
- Interview, "Entrepreneurial law," University of Cambridge Judge Business School, February 22, 2021
- Quoted, "Let's Celebrate Random Acts of Kindness Day," *Fennemore Blog*, February 18, 2021
- Author, "What Will Be The GameStop Of The Legal World?" *Above the Law*, February 12, 2021
- Author, "Do One Thing Right," *Above the Law*, January 22, 2021
- Author, "How to Run Your Practice Like a Tech CEO," *Above the Law*, January 8, 2021
- Quoted, "The 7 'Traps' That Cause Legal Tech Companies to Fail," *Law.com*, December 21, 2020
- Author, "Resolutions Revisited," *Above the Law*, December 18, 2021
- Author, "The Lessons of Loss," *Above the Law*, December 4, 2020
- Quoted, "Long-Term Effects: The Pandemic and Law Firm Culture," *Arizona Attorney Magazine*, December 2020
- Author, "What's the Future of the Brick-and-Mortar Law Office?" *Above the Law*, November 13, 2020
- Quoted, "Fennemore and Dowling Aaron Merger Finalized," *This is Reno*, November 10, 2020
- Quoted, "Fennemore and Dowling Aaron Merger Finalized," *Nevada Business*, November 2, 2020
- Quoted, "Fennemore Craig and Dowling Aaron Merger Finalized," *Attorney at Law Magazine*, November 2, 2020
- Author, "This One Factor Will Determine Winners And Losers In The New Legal World," *Above the Law*, October 30, 2020
- Quoted, "Law Firm Leaders Speak to the Power of Marketing," *JDSupra*, October 23, 2020
- Author, "2020 Will Be The Hardest Compensation Year Since the Great Recession," *Above the Law*, October 16, 2020
- Author, "Apologize, Or You'll Be Sorry," *Above the Law*, October 2, 2020
- Quoted, "Breaking Tradition: How New Law is Challenging Big Law," *Law.com*, September 25, 2020
- Author, "AI, Pandas, and the Future of Law," *Above the Law*, September 18, 2020
- Interview, "Fennemore Craig Continues 135-year Legacy of Innovation and Growth," *ASU Now*, September 16, 2020
- Interview, "What Sets Fennemore Craig Apart From Other Law Firms?" *ASU Law*, September 15, 2020
- Quoted, "All Eyes on Arizona's Legal Industry Shakeup; Law Firms Lacking Leadership Development; The Gap Accused of Paying Lip Service to Diversity: The Morning Minute," *Law.com*, September 2, 2020

- Quoted, "Arizona's Ownership Rules Have Major Implications for Consumer Law, the Big Four, Lit Funders and More," *Law.com*, September 1, 2020
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- Quoted, "Behind the deal: Why one of the largest law firms in the Valley, Fennemore Craig, is set to grow again," *Phoenix Business Journal*, August 20, 2020
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- Author, "Fundamental Success: A Conversation with Tom Livne," *Above the Law*, August 7, 2020
- Quoted, "Fennemore Craig Merges With Dowling Aaron," *Lawyer Monthly*, July 29, 2020
- Quoted, "Fennemore Craig Announces Merger; it's Not the Time to 'Curl Up in a Ball,' CEO Says," *ABA Journal*, July 29, 2020
- Quoted, "Fresno Law Firm Dowling Aaron Inks Merger With Regional Firm," *The Sun*, July 28, 2020
- Quoted, "Fennemore Craig Scoops California Firm in Rare 2020 Legal Merger," *Bloomberg Law*, July 28, 2020
- Quoted, "Fennemore Craig Merges With Calif. Firm Dowling Aaron," *Law360*, July 28, 2020
- Author, "Betting Boldly in a Bear Market," *Above the Law*, July 24, 2020
- Author, "The Dormroom Hacker Who Dropped A Bomb On The Legal Industry," *Above the Law*, July 10, 2020
- Quoted, "The New Abnormal," *Chief Executive*, July 6, 2020
- Presenter, "Navigating the 'New Normal': How to Thrive in the Age of Millennials, the Post-COVID Era, and a Shifting Legal Landscape," *State Bar of Nevada Webinar*, July 2, 2020
- Author, "Say Something, Biglaw," *Above the Law*, June 12, 2020
- Quoted, "Millennial Partners Help Speed Change In Virus' Wake," *Law360*, June 9, 2020
- Author, "Feedback: June 2020," *InBusiness*, June 2020
- Author, "Searching For Silver Linings During COVID-19," *Above the Law*, May 29, 2020
- Quoted, "Want to Boost Tech Adoption? Get Personal," *Law.com*, May 29, 2020
- Author, "What Is The Definition Of A Law Firm?" *Above the Law*, May 1, 2020
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- Author, "Tomorrow is Here," *Above the Law*, April 3, 2020
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- Author, "Peering Into Biglaw's Crystal Ball," *Above the Law*, March 6, 2020
- Quoted, "The Fight Over the Future of Law Firm Ownership Has Put An Industry At Odds," *Law.com*, February 24, 2020
- Author, "Atrium Pivots Away From the Shadow of Clearspire," *Above the Law*, February 21, 2020

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- Author, "It's Time to Leave the Billable Hour Hot Mess Behind," *Law360*, February 13, 2020
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- Speaker, "With Over \$1B in Venture Backed Capital, Could We Be On The Verge of Another Tech Bubble?" *Legalweek*, February 2020
- Author, "Lawyers: Meet the CEO Trying to Make You Obsolete," *Above the Law*, January 24, 2020
- Quoted, "Here is Arizona's Business Outlook for 2020," *AZ Big Media*, January 16, 2020
- Author, "Don't Let the Law Suck Out Your Soul," *Above the Law*, January 10, 2020
- Quoted, "A Look Ahead: Midsize Firms' Fate in 2020," *Law.com*, December 20, 2019
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- Quoted, "Law Firm Tech Adoption False Starts 'The Process of Joining the 21st Century'," *Law.com*, December 10, 2019
- Quoted, "ASU, Phoenix Law Firm Team Up to Improve Diversity in the Legal Profession," *ASU Now*, December 4, 2019
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- Author, "Being Boring is Hard," *Above the Law*, October 18, 2019
- Author, "The Incredible Shrinking Equity Ranks," *Above the Law*, October 4, 2019
- Author, "The Guaranteed Marketing Solution<sup>®</sup>," *Above the Law*, September 20, 2019
- Interview, "Creating a Competitive Advantage with James Goodnow," *AZ Biz Link Podcast*, September 25, 2019
- Quoted, "How Mid-Market Firms Can Actually Use AFAs," *Law.com*, September 17, 2019
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- Author, "Why Innovation Dies in Law Firms," *Above the Law*, February 22, 2019
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- [JamesGoodnow.bio](#)
- [James Goodnow Facebook](#)
- [James Goodnow on FindLaw](#)
- [James Goodnow Entrepreneur Magazine Author Bio](#)
- [James Goodnow Above The Law Author Bio](#)
- [James Goodnow interview on InBusiness Greater Phoenix](#)

## PROFESSIONAL AND COMMUNITY ACTIVITIES

- Member, State Bar of Arizona
- Member, Board of Directors, National Kidney Foundation of Arizona (Immediate Past Chair)
- Member and Class Captain, Brophy Prep Alumni Association
- Member, Board of Directors, Make-A-Wish<sup>®</sup> Arizona
- Former Judge Pro Tempore, Maricopa County Superior Court
- Former Member, Board of Directors, Arizona Center for the Blind and Visually Impaired

## ADMISSIONS

- Arizona
- New York
- District of Columbia (inactive)
- Colorado
- Illinois
- U.S. District Court, District of Arizona
- U.S. Court of Appeals, District of Columbia
- U.S. Court of Appeals, Ninth Circuit

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