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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 J.D. 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**.

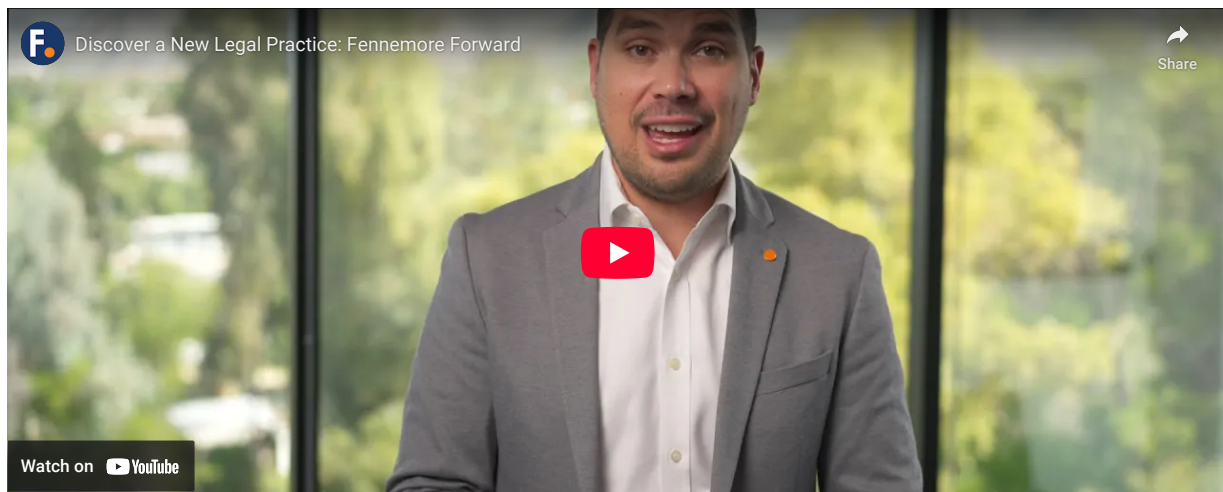
James is known for his thought leadership at the intersection of law and business. He has been featured on the cover of *The American Lawyer* ("Meet the New Boss ... James Goodnow Shows What the Firm of the Future Might Look Like"), and *ABA Journal* named him one of "America's Techiest Lawyers" in a 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. A lifelong

learner, [James Goodnow shares the 10 books](#) that have most influenced his leadership and thinking.

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 combines with Phoenix-based BurnsBarton](#)," *AZ Big Media*, May 16, 2025
- Interviewed, "[Fennemore expands labor practice with acquisition of Phoenix boutique firm](#)," *Phoenix Business Journal*, May 14, 2025
- Interviewed, "[Fennemore Craig Keeps Up Expansion with Ariz. Firm Combo](#)," *Law360*, May 13, 2025
- Quoted, "[Fennemore Craig Combines With Arizona Employment Firm BurnsBarton](#)," *American Lawyer Magazine*, May 13, 2025

- Quoted, "[Law Firms Combine to Redefine Employment Law in the West](#)," Greater Phoenix inBusiness, May 13, 2025
- Quoted, "[Fennemore Combines With BurnsBarton to Redefine Employment Law in the West](#)," Business Wire, May 13, 2025
- Featured, "[AZ Big 100: 50 Arizona business leaders to watch in 2025](#)," February 22, 2025
- Interview, "[Building the Law Firm of the Future](#)," Hire an Esquire, December 9, 2024
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- Quoted, "[Fennemore Craig Expands with Acquisition, Embraces AI for Legal Services](#)," JD Journal, October 4, 2024
- Quoted, "[Law firm Fennemore touts AI-fueled fee options with new merger](#)," Reuters, October 2, 2024
- Quoted, "[Fennemore Launches Groundbreaking AI Initiative and Combines With Lucent Law](#)," Business Wire, October 1, 2024
- Quoted, "[Valley Law Firm Launches AI Initiative, Combines with Tech-Driven Boutique Firm](#)," Greater Phoenix inBusiness, October 1, 2024
- Interviewed, "[Fennemore Launches AI Initiative With Wash. Firm Merger](#)," Law360, October 1, 2024
- Interviewed, "[Fennemore Craig Combines With Tech Boutique to Jump-Start AI Initiative](#)," American Lawyer Magazine, October 1, 2024
- Quoted, "[Fennemore Launches Groundbreaking AI Initiative and Combines With Lucent Law](#)," Le Zard, October 1, 2024
- Author, "[Don't Let AI Eat You Alive — Follow These 3 Strategies Instead](#)," Entrepreneur, September 5, 2024
- Quoted, "[Law firm Fennemore takes bulk of Moye White's RiNo office space](#)," BusinessDen, August 15, 2024
- Quoted, "[Fennemore to Occupy 2 Floors at The Current in RiNo](#)," Mile High CRE, August 14, 2024
- Author, "[Biglaw Still Doesn't Get It](#)," Above the Law, July 23, 2024
- Quoted, "[Legal Lowdown: Venable, Berg Hill Greenleaf Ruscitti, Spencer Fane, Holland & Hart, Buchalter Add Attorneys](#)," Law Week Colorado, July 12, 2024
- Author, "[5 Recruiting Secrets Every Leader Should Follow](#)," Entrepreneur, July 11, 2024
- 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 Launches New Frontier for Remote Attorneys: Fennemore Forward](#)," Nevada Business Magazine, July 9, 2024
- Quoted, "[Fennemore Craig Launches Remote Work Program](#)," Law360, July 9, 2024
- 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
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- 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
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- 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
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- 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, "[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
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- Featuring, "[Here are the finalists for the 2023 Champions of Change Awards](#)," AZ Big Media, April 13, 2023
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- 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

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- 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
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- 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
- Quoted, "What's Driving a Wave of Midsize Mergers," Law.com, July 25, 2022
- Author, "Is The Problem With Partnerships The Partnership?" Above the Law, July 15, 2022
- Quoted, "Big Law Can Disrupt Secondary Markets, but Dominance Is Far From Guaranteed," Law.com, July 14, 2022
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- Featured: James Goodnow Forbes bio
- Author, "Getting to Know," Above the Law, July 1, 2022
- Quoted, "'Aggressive' Corporate Lawyer Market Drove 2 Firms to Merge," Daily Journal, June 29, 2022
- Quoted, "Bay Area Law Firm Joins Fennemore in Major Merger," Law Week Colorado, June 28, 2022
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- Quoted, "One of Fresno's Largest Law Firms Expands its Footprint," The Business Journal, June 17, 2022
- Quoted, "Fennemore Agrees Tie-up With 113-year Old East Bay firm Wendel Rosen," Global Legal Post, June 16, 2022
- Quoted, "Oakland Law Firm Wendel Rosen Merging With Phoenix-based Fennemore," San Francisco Business Times, June 15, 2022
- Quoted, "Fennemore Joins Forces With Bay Area's Wendel Rosen," AZ Big Media, June 15, 2022



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- Quoted, "[Fennemore to Combine With 56-attorney California Law Firm](#)," Reuters, June 14, 2022
- Author, "[A How-To Guide For Summer Associates](#)," Above the Law, June 3, 2022
- 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
- Quoted, "[Fennemore Craig CEO On Adding 24 Gresham Savage Attys](#)," Law360, April 21, 2022
- Quoted, "[Fennemore Embroiled in a Worldwide Shift to the United States, Bringing 25 California Attorneys to the Rescue](#)," List23.com, April 6, 2022
- Quoted, "[Fennemore Craig Absorbs Gresham Attys and 2 SoCal Offices](#)," Law360, April 6, 2022
- Quoted, "[Fennemore Poaches 25 California Attorneys in Ongoing Westward Push](#)," Reuters, April 5, 2022
- Quoted, "[Fennemore Law Firm Grows Again in California With Addition of 25 Attorneys](#)," Phoenix Business Journal, April 5, 2022
- Quoted, "[Fennemore Scoops Up 24-Lawyer Group From Southern California Firm](#)," Law.com, April 5, 2022
- Author, "[The Wolf of Biglaw](#)," Above the Law, March 25, 2022
- Author, "['Mo Money Mo Problems' – 2022 Reprise](#)," Above the Law, February 25, 2022
- 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
- Author, "[A Lawyer's 'Christmas Carol'](#)," Above the Law, December 17, 2021
- Author, "[Don't Let Your Yule Log Burn Out](#)," Above the Law, December 3, 2021

- 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
- Author, "What Lawyers Can Learn From Preschoolers," *Above the Law*, October 1, 2021
- Author, "Law Firms, Don't Throw It All Away," *Above the Law*, September 17, 2021
- Author, "How The Pandemic Breathed Life Back Into Law Schools," *Above the Law*, September 3, 2021
- Quoted, "Fennemore Scoops up Denver Boutique, Keeping up Western Expansion," Reuters, August 4, 2021
- 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
- Quoted, "Major Local Firm Models Law Firm of the Future With People First Strategy," InBusiness, August 3, 2021
- Quoted, "Fennemore Scoops Up Denver Boutique, Keeping Up Western Expansion," NewsBreak, August 3, 2021
- Author, "The Reason I'm Not Tom Cruise," *Above the Law*, July 23, 2021
- Author, "A Letter to Incoming Associates," *Above the Law*, June 4, 2021
- Quoted, "Phoenix law firm extends ASU Law scholarship, fellowship program to improve diversity in legal field," ASU News, June 2, 2021
- Quoted, "Arizona State University: Shaping The Future Of Data Privacy, Cybersecurity And Learner Empowerment At ASU's Digital Trust Summit," Patch, June 2, 2021
- Quoted, "Most Admired Leaders 2021: James Goodnow, Fennemore," *Phoenix Business Journal*, May 13, 2021
- 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

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- Quoted, "Working Together in a Post-COVID World: How and Where," *Law.com*, March 5, 2020
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- 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
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- 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
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- 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
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- Author, "Tomorrow is Here," *Above the Law*, April 3, 2020
- Author, "Naming Names: The Unsung Heroes of the Coronavirus Pandemic," *Above the Law*, March 20, 2020
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- [JamesGoodnow.bio](#)
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- [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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