

McGlinchey Stafford Honored Among Most Recommended Firms in BTI's Brand Elite 2016

March 31, 2016

For the second year in a row, McGlinchey Stafford has been recognized by the BTI Consulting Group as one of the firms general counsel recommend most to their peers.

This year's report, *BTI Brand Elite 2016: Client Perceptions of the Best-Branded Law Firms*, measures top-of-mind recognition of more than 400 law firms based on unbiased, direct feedback from interviews with corporate counsel companies with more than \$1 billion in revenue. McGlinchey Stafford's inclusion in Brand Elite 2016 reflects the firm's solid reputation as a highly recommended firm, as well as an innovative player in the legal industry.

"It is an honor for McGlinchey Stafford to be recognized as an exceptional service provider that general counsel recommend to others," said Rudy Aguilar, Managing Member of McGlinchey Stafford. "BTI's findings affirm our commitment to delivering outstanding representation to top companies across the globe."

"Elite brands are considered for hire and hired more often than those with lesser brands. The elite brand commands more value because clients will happily pay more for an experience which makes their lives better and more streamlined," said BTI President Michael Rynowecer in [an interview with Law360](#).

BTI conducted more than 600 one-on-one, in-depth interviews with corporate counsel to determine which law firms were most associated with the nine distinct characteristics driving the selection, consideration, and hire of law firms. These metrics include being perceived as a good choice for the most complex and high-risk work, being recommended to peers and colleagues without prompting, and using technology more effectively or in new ways to add value, among others.

Related people

Rudy Aguilar