

FENNEMORE.

PRESS RELEASE

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FENNEMORE TAPS ADRIAN D'AMICO AS DIRECTOR OF EMERGING TECH & INNOVATION TO LEAD AI TRANSFORMATION

January 21, 2025 — Fennemore, an Am Law 200 business law firm recognized as one of the fastest-growing in the United States, is proud to announce [Adrian D'Amico](#) as the firm's Director of Emerging Technology & Innovation. In this newly created role, Adrian will spearhead the development and implementation of [Project BlueWave AI](#), the firm's bold initiative to transform legal services through leading-edge technology and artificial intelligence (AI).

D'Amico brings to Fennemore a deep knowledge of Generative Artificial Intelligence, which he delivered as a Senior Solutions Architect at Thomson Reuters. In this position, D'Amico architected and implemented GenAI and legal technology solutions for Fortune 200 corporations and Am Law 200 law firms. Prior to that, he served as a senior in-house attorney in FedEx Ground's Business Transaction Group, with his practice focusing primarily on technology transactions and adoption. At FedEx Ground, D'Amico led the initiative to deploy legal technologies across the FedEx global enterprise, including AI, documentation automation, and advanced matter and contract management systems.

"Adrian's deep experience in AI and his passion for innovation makes him the ideal leader for Project BlueWave AI," said Fennemore CEO James Goodnow. "We're committed to empowering our attorneys with the smartest tools available while delivering exceptional, cost-effective solutions for our clients."

Driving Innovation in Legal Services

D'Amico will play a continuous and central role in identifying new and emerging technologies that can revolutionize how attorneys and support teams work,

bringing clients faster and more accurate outcomes. In particular, D'Amico will initially focus on:

- **Project BlueWave AI:** Deploying advanced AI platforms and services to streamline data analysis, improve accuracy, and reduce time spent on routine legal tasks. Designed to support attorneys and clients alike, this initiative will offer practical applications like firm-specific Q&A, brainstorming tools, drafting assistance, and document analysis.
- **Workflow Optimization:** Automating repetitive processes to free up attorneys for high-value legal strategies.
- **Enhanced Client Collaboration:** Introducing tools for seamless communication and efficient process management.
- **Cost-Effective Solutions:** Leveraging technology to reduce overhead expenses and maximize client outcomes.

D'Amico's appointment underscores Fennemore's commitment to being a pioneer in the legal industry, pushing boundaries, and shaping the future of law.

To learn more about Fennemore's forward-thinking initiatives, visit:

<https://www.fennemorelaw.com/about-us/innovation/>.

About Fennemore

Since 1885, Fennemore has led the way in providing top-flight legal services tailored for businesses and business owners across the West. With a focus on people, innovation, and collaboration, Fennemore ensures that businesses receive exceptional service. Committed to client satisfaction and success, Fennemore offers cutting-edge legal services designed to empower businesses and their owners. For more information, visit [FennemoreLaw.com](https://www.fennemorelaw.com).