

## Winstead PC Ranked Among BTI Brand Elite 2017

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DALLAS, May 16, 2017, — Winstead PC is now among the U.S. firms with the best brand standing among GCs and legal decision makers. BTI Consulting's Brand Elite 2017: Client Perceptions of the Best-Branded Law Firms placed Winstead in the top 4 percent of all law firms in being considered first for hiring in new assignments.

The survey is based solely on in-depth interviews with corporate counsel at the world's largest and most influential companies. Inclusion in the survey is the direct result of specific unprompted client citations. Clients were not presented any law firms, by name, for the purpose of this analysis.

"Being counted as one of BTI's Brand Elite is a significant distinction, as it is the result of unsolicited feedback from our clients to an independent third-party," notes Winstead CEO [David Dawson](#). "We are very proud of the trust and confidence we have earned with our clients."

"Elite brands are considered for hire and hired more often by top legal decision makers. The elite brand commands more value because clients appreciate an experience which makes their lives better and more streamlined," BTI President Michael Rynowecer said. "Corporate counsel are paying attention to client service and the value the firm delivers." The BTI survey measures top-of-mind recognition of 426 law firms based on feedback from 633 interviews with corporate counsel at the world's largest organizations. Conducted between March 2015 and August 2016, BTI queried clients as to which law firms they associate with 9 distinct characteristics driving the selection, consideration and hiring of new law firms.