

David Perez Profiled on Law.com—How I Made Firmwide Chair

Partner David Perez was profiled on *Law.com*'s "[How I Made It](#)" series. The piece focused on his role as firmwide chair of the Business Litigation practice. David answered several questions about his role, practice, and business development efforts. He specifically elaborates on the necessity of quality client service.

What's the key to successful business development, in your opinion? "I live by the maxim that good work leads to more work. It's that simple," said David. "If you do an excellent job for clients, they will trust you to handle additional work. That doesn't mean you win every motion or every case. Far from it. But it does mean you give excellent service at all times. I tell clients, both current and prospective that here at Perkins Coie, no matter the client, everyone gets the VIP treatment. And that makes a big difference. Clients notice the level of professionalism and care that we offer. Many law firms can provide great results but offering great results with top-notch customer service—like delivering a client opinion or brief early or securing a successful early resolution on a legal challenge—is the differential that keeps clients coming back."

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Contact



[David A. Perez](#)

Partner

DPerez@perkinscoie.com [206.359.6767](tel:206.359.6767)