



# Corporate Counsel Recognize Reinhart as Innovation Leader in 2016 BTI Brand Elite Report

MILWAUKEE, WI – Reinhart Boerner Van Deuren s.c. (Reinhart) was recognized as a leader in innovation in *The BTI Brand Elite: Client Perceptions of the Best-Branded Law Firms 2016*.

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BTI's research is based solely on in-depth interviews with 639 corporate counsel at the world's largest and most influential companies. In the report, counsel surveyed see Reinhart as "...standing out for its innovation." Additionally, Reinhart earns a place on BTI's Honor Roll of Innovative Movers & Shakers.

"Reinhart is honored to be named to the BTI Brand Elite based on feedback from a cross-section of the world's top corporate counsel," states Reinhart CEO [Jerome M. Janzer](#). "Our attorneys and staff actively pursue innovative methods and technologies, resulting in efficiencies and cost savings to the clients we serve."

Reinhart has an established tradition of placing innovative, client-centric service at the forefront of every client relationship. That commitment is expressed in a formal set of [Client Service Standards](#). In addition, Reinhart is constantly engaging with clients to determine both current and future needs, and pursuing new avenues to leverage technology and innovation to best serve those clients.

## About BTI Consulting Group

BTI is the leading provider of strategic research to the legal community—performing more market research about law firms than virtually anyone. BTI has helped more than 150 law firms and professional services firms improve client service through compelling research and advice. BTI conducts the only continuous benchmarking market study in the legal services industry.

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