

Goodwin Lands McKinsey Digital Counsel To Boost Innovation

By **Marco Poggio**

Law360 (August 8, 2022, 4:04 PM EDT) -- Goodwin Procter LLP has brought on the former global managing counsel for McKinsey Digital with experience in emerging technology as its new chief innovation officer, the firm said Monday in a statement.

Rachel Dooley, who served for four years at McKinsey & Co.'s digital consulting arm, has joined Goodwin in New York City, where she will wear several hats. Internally, she will be responsible for the firm's own technological innovation in areas such as business intelligence, artificial intelligence and data. On the business of law side, Dooley will work on identifying and delivering customized legal products and services to the firm's clients.

Dooley's wide-ranging position will involve working with the firm's lawyers and global operations team members, but also directly with clients. She will work under Goodwin's chief operating officer, Michael R. Caplan, the firm said.

"The legal industry is at a point of inflection, and having a strategy that includes innovative thinking, processes and solutions is critical," Caplan said in the statement. "Our clients are facing accelerating technological, regulatory and data disruption, meaning that innovation will be key to seizing tomorrow's business opportunities.

"Rachel's extensive experience will help us develop next-generation legal services for our clients and keep Goodwin at the forefront of innovation. We are thrilled to welcome her to the firm."

With a background in mechanical engineering and a law degree from Fordham University School of Law, Dooley has worked at the intersection of technology and law from early on in her career. She joined Willkie Farr & Gallagher LLP as an associate in 2007 and worked there for two years. She returned to the BigLaw firm in 2015 to assist clients on technology issues arising in complex transactions in private equity investment, mergers and acquisitions.

Caplan told Law360 Pulse on Monday that assisting clients with technological ideas was a centerpiece of Goodwin's business strategy and said Dooley's experience would further that vision and help the firm's growth. He also thinks she will blend well with the firm's culture.



Rachel Dooley



Michael R. Caplan

"Rachel's background as both a tech attorney on the practice side, as well as on the McKinsey side having the innovation role, really brought the business side to it," Caplan said. "She was a perfect fit for us."

Dooley told Law360 that she was attracted by Goodwin's way of serving clients and saw an opportunity to work at the convergence of the practice of law and the business of law, where technology plays a crucial role.

"That's always where my heart has been," she said. "Innovation to me is not just sort of the analysis of technology and the plug-and-play — because I think as we all know, there's tons of good technology out there — but it's the change management and implementation and how you get that sort of embedded in the way that your business operates. That really is a special sauce."

During her tenure at McKinsey, which she joined in 2018, Dooley founded and led an "innovation accelerator" program within the firm's in-house legal department. Part of that program consisted of a virtual environment that helped lawyers from around the world working in different practices share information on legal issues and how to assist clients. It also proved crucial in connecting working professionals at the height of the COVID-19 pandemic, she said.

"It was, I think, a great success for what it was," she said.

Dooley also co-founded a division at McKinsey focusing on risk management in technology.

In addition to her work as a lawyer, Dooley is a successful fashion designer. She founded a high-end fashion brand and startup in 2008, which she continues to run as creative director. Jewelry collections she designed have been showcased at fashion shows in New York, Milan and Paris. Dooley is a lifetime member of the Council of Fashion Designers of America.

Dooley also sits on the board of directors for Quantum Strategy Institute, a network of people who share a passion for quantum technologies.

--Editing by Karin Roberts.