



Erich Durlacher Featured in the *Daily Report* on New Role as Practice Group Management Partner

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In an article published by the Daily Report on March 31, 2016, the firm is featured for appointing Erich Durlacher, managing partner of its Atlanta office, to a new position in which he will promote communications among the firm's 12 practice groups.

It used to be that relationship partners would facilitate connections within the firm for clients, but Durlacher explains this is an outdated model as law firms get bigger.

Burr & Forman firmwide managing partner Lee Thuston said that the firm wants clients to have multiple relationships various attorneys in the firm. "It's the best way to institutionalize clients," he explained. "The danger of the old model is, what if that guy gets hit by a car - or leaves?" Durlacher said his new position is a response to the firm's growth, explaining, "When a firm gets to a certain size, there is not one person with all the institutional knowledge in their head. We've reached that point."

ALM subscribers may read the full "Growing Burr & Forman Taps Atlanta Managing Partner for Firmwide Role" article [here](#).

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