



Kelley Drye Named a 2025 BTI Law Firm Innovation Icon

June 20, 2025

Kelley Drye is proud to announce that the firm has been recognized as one of the most innovative law firms in the world in the BTI Law Firm Innovation Icons 2025 report—an honor based entirely on input from top legal decision makers.

Corporate counsel identified Kelley Drye as an "Innovation Leader," highlighting the firm's strength in four key areas where innovation is redefining legal service delivery:

- **Legal Strategy Innovation** - bold, adaptive legal thinking that drives results
- **Tech-Savvy Delivery** - efficient, tech-enabled solutions that enhance value
- **Client-Facing Innovation** - new, practical ways to work and collaborate with clients
- **Generative AI Pioneers** - leadership in integrating AI to improve client outcomes

According to the report, only one in four law firms achieve this level of recognition.

BTI Law Firm Innovation Icons 2025 is based solely on in-depth telephone interviews with leading legal decision makers. Each year, BTI reaches out to a strategically designed group of top legal decision makers at large organizations with \$1 billion or more in revenue. They target the decision makers in the industries who spend the most on legal affairs as well as thought leaders and innovative Chief Legal Officers. The survey also includes Chief Legal Operating Officers and business executives who hire and influence the selection and hiring of law firms. This comprehensive analysis trends data from more than 24,000 corporate counsel client interviews conducted over the span of 24 years.

More information on the report and methodology can be found [here](#).