



PROFESSIONAL SERVICES

Talent &
Knowledge



Bill Drummond

Talent and Knowledge Bill Drummond, Managing Partner of Brodies LLP

Bill Drummond explains how local knowledge, global talent and a flair for innovation help deliver world class professional services.

Scotland has a long and proud tradition of law, an independent legal system stretching back hundreds of years, sitting alongside an entrepreneurial and inventive culture. But Scottish law, like Scottish business, has never operated in isolation, nor stood still.

As a devolved body within the United Kingdom, operating within the European Union, and as part of the globalised economy of the 21st century, Scotland and its legal system necessarily function within a much wider framework. Recently, too, we have seen a major review of the Scottish civil justice system, which if implemented will radically transform the operation of civil litigation here - including perhaps the first ever introduction into the UK of class action suits. There are also proposals currently before Scotland's parliament at Holyrood in Edinburgh to bring Scotland into line with the system in England and Wales, opening up legal firms to external investment and creating 'Alternative Business Structures'.

Against this backdrop of change, law firms need more than ever to be fully modern business service providers. At Brodies we've long understood that to serve the needs of global business and the Scottish economy, Scotland needs world class legal services.

Our long-term strategy has been to build a distinctive full-service offering by investing in a legal talent bank and in the technology and very best corporate infrastructure that ensure service delivery is of the highest standard. Brodies is unique in being solely Scottish-based and much bigger than any other indigenous Scots law firm - but more importantly it is recognised and respected internationally for its legal expertise and commercial know-how, its local knowledge and its culture of innovation.

With top-ranked lawyers covering all areas (eleven of our practice groups are ranked no.1 by independent globally-recognised directories), Brodies has the experience and

knowledge of Scottish, UK and EU law to achieve the most complex deals. The evidence is not just in our major cross-border transactional work, but also in the constant stream of landmark cases - for example, we acted in two of the four UK bank rescues of 2008, handled the first rescue of a Public Private Partnership project following an international lender default in 2009, and are leading the Appeal for a major Judicial Review on behalf of four global insurance businesses.

Our in-depth local knowledge comes from servicing key and emerging areas of the Scottish economy (such as energy and renewables, life sciences and technology, and financial and business services), keeping close to our clients and enjoying deep-rooted links with the sources of capital and the institutions that enable economic development in Scotland. Brodies also actively engages in the public debate and national economic agenda, alongside organisations such as the Scottish Council for Development and Industry, numerous public bodies, and, of course, the Scottish Government.

Finally, as our investment in technology and communication continues to bring us closer to the rest of the world, through specialist blogs and client portals, our commitment to innovation in the legal sector doesn't stop with technology. We aim to break new ground in our advisory work - in our global outsourcing projects, for instance, or in developing finance structures for renewable energy projects and tax and investment fund vehicles such as the Family Limited Partnership and the Scottish Limited Partnership.

The possibilities for global business in 21st century Scotland are legion. Whether through investment, trade, partnership, or research and development, there are exciting opportunities here. Brodies is in the business of making them happen.

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