

NEWS RELEASES

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Professional

JAMIE M. LAWLESS  
WASHINGTON:  
202.378.2300  
JAMIE.LAWLESS@  
HUSCHBLACKWELL.COM

## Husch Blackwell Launches AI Advisory Services as Part of Firm's Business Consulting Arm

### HB CONSULTING'S NEW AI DIVISION WILL PROVIDE NON-LEGAL AI GUIDANCE TO CLIENTS

Organizations across every industry are grappling with rapid advances in artificial intelligence, facing pressure to adopt AI tools while navigating evolving governance requirements, compliance obligations, and implementation hurdles. To guide its clients through those business challenges, national Am Law 100 law firm Husch Blackwell has launched Husch Blackwell Consulting (HBC) AI Advisory Services.

HBC is a wholly owned subsidiary of Husch Blackwell that provides non-legal business consulting services. Launched last year with an initial focus on the higher education sector, HBC develops integrated business and legal strategies alongside the firm's lawyers and combines industry knowledge and technical expertise to help organizations address complex challenges and drive strategic growth.

The new HBC AI offering delivers practical, end-to-end guidance to help clients leverage the power of AI ethically and responsibly. Organizations seek trusted guidance on AI governance, risk, and implementation and need custom solutions that will maximize their ROI. HBC AI will guide organizations through every stage of AI adoption and help them harness the power of AI with solutions tailored to their industry, regulatory environment, and organizational needs.

"The HBC AI team combines deep expertise in AI, compliance, and risk management with the backing of an innovative law firm," said Jamie Lawless,

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Chief Executive of Husch Blackwell. “That gives us the ability to provide clients with strategic advice that is informed by and connected to exceptional legal counsel as they evaluate, implement, and scale AI across their organization.”

HBC AI creates tailored solutions structured around the four core competencies required for a successful AI program:

**Foundation** – Establish an AI baseline and align leadership for success, through readiness assessments, leadership training, change enablement, and technology and data audits.

**Adoption** – Identify, develop, and scale pilots that drive business value, through pilot discovery, execution and measurement, internal case stories, and employee training.

**Governance** – Build sustainable systems for risk, compliance, and oversight, through framework design, risk assessment, compliance scans, and ethical AI workshops.

**Optimization** – Advance and maximize AI investments and leadership, through innovation fund development, leadership coaching, ROI optimization, and policy auditing.

Housed under the firm’s new Transformation Office, HBC AI is led by Michael Yang, who transitioned to HBC after coming to Husch Blackwell last year from Adobe. He is joined by recent additions, Eric DeChant, Senior AI Consultant, and Mary Beth Millstone, AI Consultant.

“Across industries, organizations are struggling to transition from experimentation to real, responsible use of AI,” Yang said. “Our goal is to help them do that thoughtfully, building the right governance, scaling what works, and making sure AI delivers real value.”

The launch of HBC AI builds on Husch Blackwell’s long-standing focus on innovation and client service, an approach that has earned the firm recognition from the *Financial Times* as one of the nation’s most innovative law firms. For more information about HBC AI, visit [hbconsulting.com](https://hbconsulting.com).