HUSCH BLACKWELL



Zach Gosnay

SENIOR DIRECTOR, PRICING & CLIENT VALUE

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OVERVIEW

As senior director of pricing & client value, Zach leads how the firm prices and delivers legal services, developing strategies that create meaningful value for clients while supporting the firm's long-term growth.

He works with attorneys and clients to understand their businesses and priorities, recognizing that value is not one-size-fits-all. For Zach, it starts with understanding what success looks like for each client and matter. He believes the strongest relationships are built on trust, transparency, and partnership.

Before joining Husch Blackwell, Zach spent more than 11 years at an Am Law 100 firm, most recently as director of practice economics, where he built the firm's practice management capabilities, advised attorneys and firm leadership on the business of law, and developed value-based pricing strategies, including alternative fee arrangements (AFA) and success fee arrangements (SFA).

His experience extends well beyond legal pricing. He led strategic initiatives across a range of firm operational areas. Earlier in his career, he worked in financial analytics roles outside of the legal industry. This breadth of experience over nearly two decades gives him a strategic perspective shaped by both how firms operate and how clients think about their own businesses.

As the legal industry continues to evolve, Zach combines this strategic, data-driven perspective with creativity to develop practical strategies that serve both the firm and its clients.

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Education

- MBA, University of Houston, C. T. Bauer College of Business
  - Business Modeling & Decision-Making Certificate
- B.S., University of Houston, Clear Lake
  - Accounting

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