HUSCH BLACKWELL



Alisa M. Goodwin

MANAGING DIRECTOR

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OVERVIEW

With a background as both an attorney and a client of legal services, Alisa serves as managing director for the firm's Real Estate, Development, & Construction (RDC) industry unit.

Alisa oversees daily operations for the RDC unit and its more than 100 attorneys, building service teams for client projects and ensuring that matters are appropriately staffed and client needs are met. She is also responsible for the unit's overall strategic planning and business development, client relationship management, and economic growth, and she takes an active role in keeping the firm on its continued growth trajectory.

An attorney herself, Alisa served on her first firm's diversity, equity, and inclusion committee, where she quickly realized that meaningful DE&I work was a holistic endeavor that should touch all parts of an organization. She soon shifted from law practice to law firm management, including a role leading the North America business management operations for a $270M+ business unit at one of the largest global law firms, as well as DE&I director positions at various professional services firms.

In 2023, Alisa joined Husch Blackwell as managing director for Real Estate, Development, & Construction. She loves the idea of a role where she can have a well-rounded, bird's eye view of a large industry unit, ensuring that all efforts in marketing, recruiting, and law practice are aligned with client service goals and firm strategy. Alisa knows that a holistic view is the best approach to achieving and maintaining success.

Industry

Real Estate, Development, & Construction

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The central theme of Alisa's career has always been advocacy: she practiced as a social worker before becoming an attorney, and now she advocates for the firm's attorneys and clients. Her years practicing law mean that she understands our attorneys' world, and her time in management at law firms and professional services firms gives her an inside perspective on the experience of being a client to a law firm. She sees her role at Husch Blackwell as the next step in a career devoted to advocacy and servant leadership.

Education

- J.D., Georgetown University Law Center
- M.S.W., University of California, Berkeley
- B.A., The George Washington University

Admissions

- District of Columbia
- Maryland
- U.S. Supreme Court
- U.S. Tax Court

Community Leadership

Alisa volunteers with JAC, a school enrichment program affiliated with her children's school, as well as with A Wider Circle.

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