



CLIENT SIDE

Making a mark with Morgan Stanley

Focus on our relationship with this important Key Client.



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The Firm's relationship with Morgan Stanley began almost 50 years ago and continues to grow, building on our similar values, culture and global footprint. As Morgan Stanley's business continues to evolve, so too does our relationship with them.

In recent years, we've built close ties with Morgan Stanley's General Counsel Eric Grossman, who features in the latest of our client films (below).

In the film, Eric explains the things he values most about Morgan Stanley's relationship with White & Case, in particular the importance of open and honest communication.



Matthew Hurlock, who recently left the Firm, was Client Relationship Partner for Morgan Stanley. He explains: "Since Eric became general counsel 12 years ago, he's actively pushed for White & Case to do more work for Morgan Stanley, because he recognizes our international coverage and broad expertise and likes that our culture is a good match."

"It's an open and honest approach that extends across the entire client relationship. Eric will always tell us when things are going well or can be improved and we're equally open in our approach."

We continue to support Morgan Stanley's traditional, securities and banking needs while working more with groups within Morgan Stanley Investment Management (MSIM), such as Morgan Stanley Infrastructure Partners (MSIP). We're also looking to develop new contacts across Morgan Stanley's businesses, such as helping the bank with their ESG agenda and actively targeting litigation and investigations and real estate work.

"The growth and evolution of the Firm's relationship with Morgan Stanley is testimony to the trust they have in us and it's helped us rank among their top 10 legal firms for the first time," says Matthew.

This trusted relationship, firstly under the leadership of Michael Immordino, is all down to a united team effort that spans the globe.

Matthew says: "Ultimately, it's about connecting the client to the right people across the Firm, so we have as many trusted touch points as we can."

"Over the years, we've established strong relationships across Asia, EMEA and the Americas, and we have core teams in each region who catch up at least three times a year to discuss progress and identify any opportunities or issues."

"This is a total team effort and one of the key priorities is to ensure our service is consistently excellent regardless of office or practice area."

"The more Morgan Stanley see what we're capable of delivering across multiple practices and regions, the more we're able to build the relationship and become a partner of choice."

"We also have weekly calls with Client Relationship Manager Rebecca Ryan where we talk about initiatives and important developments, and who needs to call who."

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One of the things Eric describes as important to him in an external counsel is the ability to understand the client and to appreciate that every matter may require a different approach.

Matthew says: "It's about making sure the client sees we are invested in them and that we prioritise them, regardless of how big the matter is or how much work we do for them in a particular practice or office.

"Eric also stresses the importance of being upfront and honest with any potential issues at the start of a project and for us to ask questions if we need clarification on anything, even if that question might seem minor.

"Morgan Stanley values an external counsel that understands them and knows their priorities, so we can't go in with any assumptions and it's important to ask difficult questions at the outset."

"It's fantastic to see the thoughtfulness, time and creativity everyone is putting into the relationship to make Morgan Stanley feel valued and prioritized."

One way of building that understanding is secondments and the Firm has often provided secondees to Morgan Stanley, most recently to the client's London litigation team.

Matthew says: "It's a way of us showing our capabilities in strategically important areas, so the London secondment was particularly valuable as we look to broaden the amount of litigation and investigations work we do for them.

"They've also requested an Environmental, Social and Governance (ESG) secondment in NYC, which we see as a good opportunity to build on recent ESG conversations with them in the United States and Europe, demonstrate our credentials in this area and develop new and important senior connections."

Another way the Firm has strengthened its relationship with Morgan Stanley is through a shared culture. White & Case has ranked among Morgan Stanley's best business partners from a diversity and inclusion (D&I) perspective for the past five years.

"D&I is a topic that is very important to both of our institutions and something Eric is particularly focussed on," says Matthew.

"In the United States, for example, we're taking part in Morgan Stanley's inaugural D&I associate programme, enabling a group of our associates to gain access to Morgan Stanley and build their peer network. It's very much about forming the relationships of the future and supporting our diverse talent."

When it comes to the client experience, Matthew is clear on the things we need to do to safeguard and grow the relationship. He says: "Alongside consistently showing Morgan Stanley the best of the Firm, it's vital that we demonstrate we are invested in them on every matter, in every region and every practice.

"This is a big, multi-faceted relationship, so having a joined-up approach is critical, which is why the work we do to keep in touch as core teams is important. It's fantastic to see the thoughtfulness, time and creativity everyone is putting into the relationship to make Morgan Stanley feel valued and prioritised."