

WTO Welcomes First Chief Operating Officer, Ron Avenida

News

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Denver - Wheeler Trigg O'Donnell LLP is pleased to announce the arrival of the firm's first Chief Operating Officer, **Ron Avenida**. Ron is an experienced law firm executive, having worked his way up at two Am Law 100 firms before focusing his efforts and energy on leading midsize law firms. In addition to his career in the legal industry, Ron was Co-Founder/COO of a venture-backed technology startup in Silicon Valley.



WTO Chief Operating Officer Ron Avenida

As WTO's first COO, Ron will provide full support for the firm's strategic initiatives and achieving competitive financial

results. He will do this by leading, directing, and transforming WTO's administrative operations in alignment with the firm's culture of excellence, collaboration, creativity, and entrepreneurship.

"The more time I spend with Ron," says WTO Co-Managing Partner Mike Williams, "the more I appreciate his natural curiosity, intellect, desire for professional challenges, and values. His experience brims over in the questions he chooses to ask. We predict Ron will help WTO take our operations to the next level for our clients."

Ron brings nearly 18 years of law firm leadership and three years as a technology executive. He joins WTO from a midsize California firm, Meyers Nave, and has an impressive history of leading law firms to excellent results. Firms under Ron's guidance have consistently innovated and excelled in areas including culture, technology, recruiting, and profitability.

"WTO has established itself as a national trial and litigation powerhouse," says Ron. "What the firm has accomplished over 25 years is inspiring. WTO's commitment to client service has been key to its success. I am excited to bring my experiences and insights to this unique platform. We are going to do great things together."

Ron is a founding board member of the Western Legal Leadership Council and a member of the Association of Legal Administrators. He also serves on the Saint Mary's College Graduate Business Alumni Council and the Cal Poly Center for Leadership - Alumni Mentoring Program.

Ron earned his Master of Business Administration in Management & Global Business from Saint Mary's College Graduate School of Business and his Bachelor of Science in Business Administration, Management from California Polytechnic State University. An avid sports fan, Ron also loves to travel with his family and explore the food and drink of new countries.

Wheeler Trigg O'Donnell lawyers practicing today have taken more than 1,100 trials and arbitrations to verdict or award and hundreds of appeals to opinion all across the nation, with exceptional results for our clients. Established in 1998, WTO currently numbers approximately 100 trial lawyers and litigators. The firm represents sophisticated clients in high-stakes civil trials, appeals, and related litigation ranging from complex commercial to class actions to catastrophic torts.

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