

November 8, 2019

## LONDON, UK - Cognia Law Announces Further Collaboration with Ashurst and Launch of Cognia Flex

**Leading international law firm Ashurst LLP today announced the launch of a new flexible resourcing platform as part of its Ashurst Advance capability in a further collaboration with law company Cognia Law. This service utilises Cognia's flexible resourcing platform, 'Cognia Flex', with Ashurst as its first large scale anchor client.**

**Cognia Flex is Cognia's managed, flexible resourcing service, built to support leading law firms like Ashurst and in-house teams with securing and managing teams of high-quality, flexible legal professionals.**

Cognia Flex will form a key part of the Ashurst Advance Reach platform, providing teams of talented legal professionals internally and to the firm's clients to support the vision of Ashurst Advance being the leading NewLaw partner to the firm's clients.

Cognia Flex is led by Cognia's Head of the UK and Europe, Edward Gill, and has been developed in collaboration with Ashurst and in partnership LAW Absolute, a specialist legal recruitment firm with the largest unique pool of legal talent in the UK.

The service has been launched to meet an increasing need for more flexible, on-demand team resourcing which reduces the management overhead associated with ad hoc contractor placements and secondments and helps clients and their teams avoid team overload during peak periods.

Cognia Flex pairs Cognia Law, a market leader in the 'new law' space, with LAW Absolute, an established leader in legal recruitment, drawing on the growing momentum in the legal industry for greater collaboration between legal companies and law firms like Ashurst to develop compelling solutions that deliver meaningful benefit to clients.

The move is a further evolution of Ashurst and Cognia Law's focus on creating innovative solutions to support the legal workforce of the future. It ensures that clients are able to access teams of high-quality, on-demand talent at scale while minimising the cost and complexity of sourcing and managing large pools of people and supporting one-off placements. The collaboration between Ashurst and Cognia uniquely enables Ashurst to meet client demands by resourcing seamlessly between the Ashurst Advance teams in Glasgow and Brisbane, a curated onshore flex pool managed by Cognia and the dedicated managed legal services team in South Africa managed by Cognia.

Chris Georgiou, Partner & Head of Ashurst Advance, said:

*"We are delighted to be extending our highly successful collaboration with Cognia in the managed legal services space into the flexible resourcing arena with Cognia Flex. This provides our clients and the firm with a unique resourcing model which spans the full continuum encompassing permanent specialist resourcing, cost effective onshore legal analyst resourcing, offshore managed legal services teams and flexible lawyering in a single integrated package. With this enhanced offering, we can provide perfectly tailored solutions to our clients and lawyers."*

Janet Taylor-Hall, Founder and CEO of Cognia Law, said:

*"We are very excited to be extending our relationship with Ashurst putting in place an innovative integrated model and launching a Cognia service that we believe to be a unique capability in the legal industry. Bringing a managed services wrapper to the resourcing process, including the vetting of candidates by experienced lawyers, the ongoing management of talent and partnering with one of the most established brands in legal resourcing, enables us to deliver a solution that is both unique and greater than the sum of its parts. Collaborating with Ashurst and partnering with LAW Absolute just made sense to us – the economics of collaboration mean that clients will derive significantly more value from having both companies support them."*

Charlotte Butterfield, CEO of LAW Absolute, said:

*"LAW Absolute is delighted to be collaborating with Cognia to deliver a truly innovative solution that meets a real client need. Having specialised in the legal consulting/interim model for almost 20 years, LAW Absolute has access to an immense pool of high-quality legal talent that is both UK and foreign qualified and includes lawyers from all disciplines."*

Follow Cognia via:

Twitter: [www.twitter.com/CogniaLaw](https://www.twitter.com/CogniaLaw)

LinkedIn: [www.linkedin.com/company/cognia-law](https://www.linkedin.com/company/cognia-law)

### **About Cognia Law**

Cognia Law is an international law company, providing consulting, flexible resourcing and managed legal services to law departments and law firms. The company brings cost-effective, process-optimized and technology-enabled solutions to solve clients' most pressing legal challenges. Cognia Law collaborates with those who are game changers in adjacent areas delivering holistic, value-based solutions and world-class delivery with best-fit talent.

Cognia Law is a Chambers-ranked law company and has a reputation for really making a difference and being focused on solving clients' problems and enabling sustainable change in the legal sector.

### **About LAW Absolute**

LAW Absolute, established in 2003, is an independent legal recruitment agency that specialises in legal recruitment in London and elsewhere across the UK. We provide recruitment solutions for both in-house and private practice legal jobs, as well as for public sector roles. Our legal recruitment expertise includes Lawyers, Document Review Attorneys, Paralegals and Contract Managers. Our recruitment capabilities include: Permanent Interim Executive Research. We are proud of our presence at the forefront of the legal recruitment market, which enables us to deliver effective and efficient recruitment solutions for all legal job roles.

### **Press Contact Information:**

Ciska van Schalkwyk

Marketing Associate, Cognia Law

Phone: +44 (0)203 375 8624 or +27 (0)21 100 3140

Email: [Ciska.VanSchalkwyk@cognialaw.com](mailto:Ciska.VanSchalkwyk@cognialaw.com)