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Meet Harbor: The HBR, LAC Group And Wilson Allen Relaunch

By **Steven Lerner**

Law360 (August 18, 2023, 9:02 AM EDT) -- Months after combining under new leadership, HBR Consulting, LAC Group and Wilson Allen relaunched Friday under its new name, Harbor.

Matt Sunderman, Harbor's CEO, told Law360 Pulse the announcement isn't a rebrand, but rather the launch of a new company. As a new entity, Harbor aims to support law firms and corporations with strategy, legal technology, operations and intelligence.

"We feel like we're at a point where we've integrated, and we've aligned so our people and our clients can experience us differently," Sunderman said. "We think we're fairly uniquely positioned relative to those others that operate at scale, given our capabilities and where our focus is."

With a combined workforce totaling more 650 experts, Harbor said it serves 80% of the top 200 global law firms and half of the Fortune 500.

One of the strategy services Harbor will offer as part of a consulting engagement is artificial intelligence readiness.

"Both corporate law departments and law firms need to be thinking about some of the building blocks toward that," Sunderman said, added that those blocks for AI include getting data organized, putting in a modern infrastructure to support AI applications, and understanding what business processes or tasks the tech could be used for.

Before relaunching as Harbor, Sunderman said the company spent the past few months integrating all three entities. This included reorganizing practice groups and redeveloping the company's go-to-market strategy.

The combination of the three formerly separated entities began in July 2022 when Wilson Allen and LAC Group merged with capital support from the private equity firm Renovus Capital. In November 2022, Renovus Capital acquired HBR. The three entities officially combined to form an organization in May.

All three former companies have a long and established reputation in the legal industry. Sunderman said HBR's legacy dates back to the 1970s. LAC Group, first called Library Inc., was founded in 1986. And Wilson Allen was founded as Wilson Legal Solutions in 2009.

While the company is shedding its legacy brands, Sunderman said Harbor's leaders were thoughtful

about changing the name. The company hired third-party providers to help with the brand transition.

Part of the reason behind the name change is to show the employees this is a new journey and a new company, according to Sunderman.

As for the choice to be called Harbor, Sunderman said the new name encompasses all three letters of HBR's name; plus the 'A' and the 'O' can be found in both LAC Group and Wilson Allen. Philosophically, he said, the name represents an actual harbor, which is a place to exchange business, and references how the legal industry is on a voyage.

In addition to merging three entities, the company also acquired several others in 2023, including Aurora North's Intapp services practice group in January, content management firm Younts Consulting Inc. in February and Keesal Young & Logan's legal tech spinoff KP Labs in July.

Sunderman said Harbor will continue to pursue acquisitions and is active in several conversations right now. He also anticipates industry-wide consolidations to continue due to fragmentation in the market.

--Additional reporting by Matt Perez, Andrea Keckley and Sarah Martinson. Editing by Lakshna Mehta.
