



Carl White

Director, CX & Legal Transformation, PwC NewLaw

Carl entered the legal profession with Ashurst (UK) in 2002 and founded CXINLAW in 2012. Since that time he's led a passionate team of legal people and experience makers who develop the service culture and client experience advantage of law firms.

Carl has expertise in L&D and employee experience, OD and service design. He studied theatre arts and practice at the Royal Academy of Dramatic Art (RADA) in London before forging a unique career path in the services sector and law.

In 2019 Carl became a faculty member and Distinguished Fellow at the Centre for Legal Innovation. Carl has authored market-leading research supported by the College of Law and ALPMA and is now a recognised expert in law for Client Experience(CX).

On 1 October 2021, Carl joined PwC NewLaw as a Director to scale CX and legal transformation on the global stage.



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