

About William H. McKenzie, IV

About



William is a nationally sought-after trial attorney and an industry thought leader for results-based communication. He has litigated matters in 29 different states (over 50 cases in Federal Court alone), 100's of cases in state courts, multiple arbitrations, and won in the Alabama Supreme Court. He is valued as a confident problem solver and personable tactician. William has become:

- National Coverage Counsel for One of the World's Largest Hotel Chains
- Trial Counsel for a Fortune 100 Food Company
- Trial Counsel for a Fortune 100 Media Company
- Trial Counsel for a Fortune 500 Transportation Company
- Panel Counsel for 10+ Major Insurance Companies
- Trial Counsel for the Nation's Largest Full Truckload Carrier
- Trial Counsel for One of the Nation's Top 5 Largest Privately-Held Companies

He began his career with a prominent litigation firm and joined NWKT as an equity partner in 2012 so he could leverage the efficiency, freedom, and rates of a small firm. After achieving great results in Alabama cases, William was asked by his clients to obtain special admission in other states to serve as lead trial counsel across the country. He now enjoys a cutting-edge national practice out of his tight-knit firm in Alabama – ultimately leading him to win one of the most important trials in the U.S. Southern District of New York in 2021.



William has created game-changing caselaw for his clients featured in *Yale Law Review*, *Law360*®, and he has been cited in numerous other industry publications by the International Association of Defense Counsel, Defense Research Institute, and *Business Alabama* magazine. William has been nationally published twice recently in *DRI's For the Defense Magazine* after being asked to share his proven trial tactics with the National Defense Bar: *The Hidden Forces of Litigation Success How the Unseen Determines the Outcome – For the Defense* (Jan. 2024) and *Leveraging The Strengths Of Your Case To Win At Trial – For the Defense* (Nov. & Dec. 2022). William serves as a national keynote speaker on a variety of emerging litigation topics, communication tactics, and trial strategy before several industry groups including the Harmonie Group, DRI, RIMS, PLRB, Academy of Hospitality Industry Attorneys, and the Atlantic Claims Executive Association. He has obtained Martindale-Hubbell's "AV- Preeminent" status which is its highest peer-reviewed rating for professional excellence.

Most importantly: William is happily married, a proud father of three children, and loves serving with his church. William coaches his kids' sports teams and is an avid hunter and fly fisherman. He lives every day with great joy!

Notable Cases ▼

Media ▼

Education ▼

Admissions ▼

Why William Wins ▼

