



## Three Burr & Forman Attorneys Named to ALM's Southeastern Legal Awards

Firm News  
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Burr & Forman is pleased to announce Ricardo A. Woods, Gene T. Price, and Rachel R. Friedman are recipients of ALM's Southeastern Legal Awards. The Southeastern Legal Awards celebrate achievement and excellence for lawyers who "have left an indelible mark on the legal community in the southeast and beyond through their unwavering dedication to the profession."

"Recognition by ALM in these categories further validates our commitment to excellence in the legal profession," said Ed Christian, Burr's CEO and Managing Partner. "We are so proud of the many ways Ricardo, Gene, and Rachel serve their clients and communities, and are honored to call them both colleagues and friends."

**Ricardo Woods**, member of the Executive Committee and Mobile Office Managing Partner has been included in the Distinguished Leaders category, recognizing lawyers who achieved impressive results in 2022 and demonstrated clear leadership skills. Ricardo defends toxic torts, products liability, insurance, construction defect and commercial banking claims. His cases require a heightened degree of skill and sensitivity, as they're often emotionally charged, involving severe injury or death, and many have resulted in successfully overturning multi-million-dollar verdicts.

**Gene Price**, Corporate & Tax Practice Group Leader, has been recognized in the Most Effective Deal-Makers category which is awarded to attorneys who get repeat business for how they achieve their clients' goals. Price has played a crucial role in hundreds of

### RELATED PROFESSIONALS

Rachel R. Friedman  
Gene T. Price  
Ricardo A. Woods

### RELATED CAPABILITIES

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complex mergers and acquisitions, having represented buyers and sellers in deals ranging from \$500,000 to more than \$1 billion. In every instance, he has aimed to present as “the most reasonable person in the room,” while zealously representing his clients’ interests, which has both helped clients close deals and generated decades of repeat business for the firm.

**Rachel Friedman**, Partner in the Financial Services Litigation Practice Group, has been included in the On the Rise category, which recognizes the Southeast’s most promising lawyers under the age of 40. According to her colleagues, Rachel has shown great strides in building her financial institutions litigation and compliance practice. She has obtained successful outcomes on behalf of many clients in state and federal court and arbitration.

The complete list of 2023 honorees may be viewed [here](#).