October 19, 2026

Gould & Ratner Welcomes Pern Opland as Director of Business Development & Growth

Pern Opland

Gould & Ratner is pleased to welcome Pern Opland as the firm's new Director of Business Development & Growth, furthering the firm's investment in the resources and support attorneys need to build successful practices and deliver exceptional service to clients.

"Pern brings a depth of experience and perspective that will be valuable as we look ahead to what's next for Gould & Ratner," said Ken Koehn, Chief Operating Officer. "His leadership will be an important asset as we pursue our long-term goals with a continued focus on strengthening client relationships and delivering greater value."

With more than 20 years of experience in the legal industry, Pern will work closely with attorneys to make business development purposeful and practical, helping them identify and pursue opportunities, deepen client relationships, and translate their efforts into measurable growth.

Pern will also work with firm leadership and across practices, industries, and markets to connect efforts across the firm and help identify ways to bring the firm's capabilities to bear on clients' evolving needs.

Before joining Gould & Ratner, Pern held business development and marketing leadership roles at several prominent law firms, including Am Law 50, Am Law 100, and Am Law 200 firms.

Learn more about Pern here.