

# The Palm Beach Post

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**BUSINESS**

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## LOCAL BUSINESS PEOPLE TO WATCH

MOVING UP

Tracy Gerber's favorite quote

**'Define success on your own terms, achieve it by your own rules, and build a life you're proud to live.'**

— Anne Sweeney, president of Walt Disney

## Tracy Gerber

### Distinction:

Co-managing shareholder of Greenberg Traurig's West Palm Beach office

### Place of business:

West Palm Beach

By **Mary Thurwachter**

Special to The Palm Beach Post

Mother knows best. It certainly was true for attorney Tracy Gerber, whose businesswoman mom gave her an important bit of career advice early on.

"My mother always told me to do what I love and it would never seem like work," the lawyer said. "I love what I do."

Becoming a lawyer didn't occur to Gerber until college.

"I was a history major and thought I would become a history professor," she said. "I liked writing and I liked speaking." Her mentor in college suggested her skills would serve her well as a lawyer and her mom approved of the choice, too.

"I especially love trying cases," Gerber said. "I'm a people person and I love to solve problems."

Gerber recently became co-managing shareholder of Greenberg Traurig's West Palm Beach office.

She represents major broker-dealers in FINRA arbitrations, regulatory proceedings and state and federal courts. As lead counsel in the defense of financial services firms, she has litigated numerous sales practice and employment cases involving millions of dollars in controversy. She also serves as the administrative shareholder of the firm's Palm Beach North office.

Gerber left the law firm world for two years after her second child was born, choosing to focus on litigation consulting and working part-time as an arbitrator. When Gerber later joined Greenberg Traurig in 2002, she was one of the pioneers in flexible working arrangements. She spent four years working part-time,



Tracy Gerber recently became co-managing shareholder of Greenberg Traurig's West Palm Beach office. She helped her firm establish flexible working arrangements after the birth of her second child. DAMON HIGGINS / THE PALM BEACH POST

## TRACY GERBER

**Age:** 43.

**Education:** B.A. in history, Tulane University; J.D. with honors, University of Florida.

**Personal:** Married with three daughters (ages 17, 15 and 11); lives in Palm Beach Gardens.

**Hobbies:** Travel, theater and mah-jongg.

**Career highlights:** "In 2010, I successfully defended one of the

largest employment arbitrations ever filed before FINRA (the Financial Industry Regulatory Authority). The former employee plaintiffs were seeking \$232 million in connection with their management of multibillion-dollar escrow accounts. The FINRA arbitration panel dismissed the claims outright, and the decision was reported in the Wall Street Journal. This was a career-changing case for me because it raised my profile nationally as a defense lawyer for brokerage firms."

allowing her to better juggle the responsibilities of raising three daughters. At the same time, she managed to build her reputation as a securities litigator.

Gerber returned to full-time status in 2006 and then became a partner in January 2009. Before her recent promotion, she served as the administrative shareholder for Greenberg Traurig's West Palm office.

Her family first moved to Palm Beach County when she was a teenager. She

graduated from Palm Beach Gardens High School. Her husband, Jonathan D. Gerber, is also a judge on the 4th District Court of Appeal.

"I travel a lot and have a demanding schedule," she said. "My husband keenly understands that. He's on the bench and has a better schedule. I couldn't do what I do without his support."

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