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From the South Florida Business Journal:

<https://www.bizjournals.com/southflorida/news/2018/07/06/about-the-list-2018-private-companies.html>

About the List

About the List: Greenberg Traurig's senior chairman on the future of the legal profession

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Greenberg Traurig, which posted \$1.48 billion in revenue in 2017, is the largest law firm in South Florida.

That revenue figure earned the company the No. 4 spot on the *Business Journal's* list of the region's largest private companies this year. It was the only law firm to earn a spot in the Top 10. The *Business Journal* spoke with Cesar Alvarez, senior chairman of the firm, to discuss the growing sectors of legal services, attracting talent, and where the legal profession is heading within the next decade.



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Cesar Alvarez, senior chairman at Greenberg Traurig.

What are the most commonly requested legal services in South Florida? They'll be different depending on who you talk to. I'm sure the most requested service for other firms might be auto accidents, but for a business firm like us, it'll be three things: litigation, corporate transactions and real estate deals. I think that's probably because these parts of the economy, from a business standpoint, are doing really well. And litigation will always do well because we're human and we like conflict.

What is the fastest-growing sector of legal services, regionally and nationally? Cybersecurity, high-technology practices, and biotechnology are growing at the fastest percentage rates, even though they're not necessarily the largest sectors.

How do you attract talented attorneys to your firm? The strategic way to recruit is to have a platform that they can utilize to grow and build a practice. We have close to 40 offices across the U.S. and throughout the world, and more than 2,000 attorneys. This allows our attorneys to have very, very prompt access to experts in just about any area of law they may need when working with a client. We have that ability to collect and utilize very valuable intellect.

What will be the biggest changes to the legal profession in the next decade? What's going to happen in the next 10 years is not unlike what's happened in the last 10 years, but at a much more accelerated rate. Law firms will have to use technology, including artificial intelligence, to restructure themselves so they can be a lot more efficient. They will have to produce more with less. The firms will also have to be much more involved on the business side. They're going to need to understand their clients' businesses and business models much more than they do now. Lastly, you're going to have a lot more specialty fields and see more lawyers who tend to be very good at "quarterbacking." They know how to collaborate with people and bring in the right people who can help solve problems.

Jessica Bryant

Data Reporter
South Florida Business Journal

