

## WOMEN, INFLUENCE & POWER IN LAW AWARDS

### RECOGNIZING TRANSFORMATIVE LEGAL LEADERSHIP

Our 2020 special report honors women who have demonstrated a commitment to advancing the empowerment of women in law.

#### Law Firm Honorees

## LORI COHEN

### GREENBERG TRAURIG

Vice Chair  
Global Litigation Co-Chair

#### THOUGHT LEADERSHIP

LORI COHEN IS VICE CHAIR OF GREENBERG TRAURIG AND CO-CHAIR OF ITS GLOBAL LITIGATION PRACTICE, leading 600+ attorneys. She is chair of the Trial Practice Group and chair of the Pharmaceutical, Medical Device & Health Care Litigation Group, a nationally renowned practice she built at GT, which now has 100+ attorneys in 30+ offices globally and in 2018 was named The American Lawyer's "Product Liability Litigation Department of the Year." Referred to in Chambers USA Guide 2020 as "the best life sciences trial lawyer in the country right now," with an extraordinary trial record of 57 defense verdicts, Cohen has served as national, regional, and trial counsel for medical device and pharmaceutical manufacturers, handling all types of litigation, including class actions, multidistrict litigation, and trials.

**WHAT WAS YOUR ROUTE TO THE TOP?** I grew up dreaming of being the female Atticus Finch. As a young associate in the '90s, I saw that old white men were the ones at trial. This didn't discourage me. I felt even more motivated to become the woman attorney talking to juries. So, I parked myself outside the door of those trial attorneys and offered to work extra hours to be on their team. They became my mentors, friends, and allowed me to try many significant cases with them. The turning point in my career happened when I was supposed to be second chair in a trial and circumstances pushed me into first chair. I won the case and leveraged that win to build a medical device practice for my prior firm.

**LOOKING BACK, WHAT DO YOU WISH YOU HAD KNOWN WHEN YOU STARTED OUT IN THE LEGAL PROFESSION?** I realized when I was well into my career how lucky I was to be motivated rather than discouraged by circumstances that many would consider obstacles to success.



During college and law school, I was the kid from a blue-collar neighborhood in South Boston doing work-study and taking the bus. Working at fast food restaurants and later supporting myself as a bartender and waitress also taught me invaluable life lessons about success that I still use every day. I often tell younger attorneys that everything I know about client service and success I learned while working at Shenanigan's restaurant: Be curious, be caring, be responsive, be communicative, be respectful, be proactive, be committed, be active — not passive — and, above all, be memorable.

**WHAT IS THE BEST LEADERSHIP ADVICE YOU'VE GIVEN OR RECEIVED, AND WHY DO YOU THINK IT WAS EFFECTIVE?** Dream big. Think big. Never accept "no" for an answer. I learned this from my dad (a humble, wise man who delivered furniture in Boston). Over time, I realized how important it is for me as a leader to show them all they can achieve. An important element of manifesting this is to be your own best advocate and steer the course that is right for you. In the process, be your authentic self, lead others by example, and understand the importance of having a team with no hierarchy. Know, too, that loyalty knows no bounds: walk through fire in terms of your own loyalty for those committed to your vision, dream and goals. ■

