

Big Law, Little Van: Greenberg Traurig Leaders Tour European Offices in a Volkswagen

On the heels of a U.S. tour, executive chairman Richard Rosenbaum and CEO Brian Duffy have traveled to Warsaw, Berlin and London to meet with growing offices in those cities.

By Dan Roe

Law firm leaders often talk about driving success, but Greenberg Traurig's top two figures are literally driving a Volkswagen van from Warsaw, Poland, to London.

The Am Law 100 firm's ongoing European tour sees executive chairman Richard Rosenbaum and CEO Brian Duffy packed into a 1960s Volkswagen van, driving from Warsaw to Berlin, then to London and Milan. After breaking down on the way to Berlin, Duffy and Rosenbaum reached London this week and will finish the trip in Milan on Thursday.

"Four hours on the side of highway 2 in Poland was an interesting experience," said Duffy.

It's been a year on the road for Rosenbaum and Duffy, who recently completed their [Mel on Wheels tour](#). The RV trip took the pair to nearly all of Greenberg's 30 U.S. offices. Along the three legs of the tour, Rosenbaum and Duffy slept in the R.V.

The van, they said, was too small for that.

"The RV was not going to make the trip to these streets and roads in Europe," Rosenbaum said. "Good luck driving an RV around the E.U."

In Europe as in the U.S., offices along the way created their own events, which required vaccinations and negative COVID tests to attend. In London, for instance, Greenberg employees met outside the Old Royal Naval College in matching hoodies.

"People got a kick out seeing a QC dressed in a hoodie," Duffy said. "He's a three-piece suit formal British barrister talking to trainees, and they found that outrageously funny. They found the silliness of the whole thing charming and fun, and people were ready to have some fun."

Rosenbaum said he and Duffy felt it was important to connect with their offices, and bring those attorneys together outside the office, after more than a year of relative isolation. Each stop had nearly 100% attendance, Rosenbaum said.

"It's a time where the feeling of humanity, of people toward each other, has been somewhat lost," he said. "But we see, not only in the firm but on the streets, people smiling when they see it—'Why are they doing that?'"

The significance of the van is two-fold, Rosenbaum said. It was made around the time of the firm's founding—1967—which Rosenbaum recalls as a time of division



Courtesy photos

(L-R) Greenberg Traurig executive chairman Richard Rosenbaum and CEO Brian Duffy.

over U.S. involvement in the Vietnam war, among other things.

"It's reminiscent of a movement, of that time and place, that was also about humanity," he said. "The van represents feelings of humanity, of having a dream, of innovation, of collaboration, that anything is possible."

The trip also presented an opportunity to connect with some of the firm's fastest-growing offices. Since the beginning of the pandemic, the London office has added nearly 50 lawyers, said Rosenbaum.

An Amsterdam visit was planned for Mel on Wheels 2.0, too, but local COVID restrictions bumped it to next spring.