



**PROFESSIONAL EXCELLENCE**

MAY 3, 2021

# LIFETIME ACHIEVEMENT AWARD



Larry J. Hoffman

**It makes me personally proud to know that the culture I was able to infuse at Greenberg Traurig, and the values I set out to establish, took root.**

**Title:** Founding chairman

**Firm:** Greenberg Traurig

**Objectively, what key moments or accomplishments have defined your career?**

The initial accomplishment was deciding to join forces with two brilliant attorneys, Mel Greenberg and Robert Traurig, to start the Greenberg Traurig Hoffman law firm, which today is known as Greenberg Traurig. Then, later, as president and CEO of the firm in the 1990s, established and led a specific and visionary course to distinguish our firm, accomplished by such means as:

- Guiding the decision to grow the firm, first outside of South Florida, then nationally, and later internationally.
- Running the firm like a business — hiring management-level people to run the operations, thus allowing the lawyers to spend their full-time practicing law.
- Committing to the professional development of our lawyers and business personnel, which became a key factor in the firm's development. This included seminars, leadership programs, service improvement teams and client-focused initiatives.
- Establishing new departments that law firms traditionally did not have, such as professional development, marketing and technology. I'm honored that GT has established the firm's Hoffman Professionalism Center. I am equally honored that the law firm and the University of Miami School of Law established the Hoffman Professorship in the Business of Law.
- Investing in technology. GT was at the forefront of technology — being among the first to provide lawyers with advanced technology tools, utilizing document assembly systems and video conferencing.
- Creating a new-shareholder orientation program as the firm grew, inculcating the firm's core values and strategies, and encouraging lawyers in different locations to build relationships, all with the goal of fostering a one-firm mentality. Further, encouraging GT attorneys to cross-market their skills and services to better serve the needs of our clients.

**Subjectively, what are your proudest or most personally satisfying achievements? It**

makes me personally proud to know that the culture I was able to infuse at Greenberg Traurig, and the values I set out to establish, took root. It is gratifying to see that the skilled and caring individuals we hired as attorneys, with whom it has been a privilege to work, have had an important impact through their community involvement both here in Florida and in other communities where we practice in the United States and internationally. Their participation in organizations and programs is often given special recognition for the benefits and services they provide. At the same time, our attorneys have also played a critical role in the legal community and in serving the needs of our clients.

The firm's commitment to pro bono service and equal access to justice is a core value upon which we were built. In addition to the thousands of volunteer hours our lawyers and staff dedicate to volunteerism, the firm is also the largest sponsor of Equal Justice Works through the Holly Skolnick Fellowship Foundation, created in memory of one of our shareholders. And, I am proud, too, that Greenberg Traurig was the recipient of the Chambers Diversity and Inclusion Awards' Pro Bono Program of the Year for Latin America in 2019 and received Latin Lawyer's Pro Bono Law Firm of the Year Award in 2020.

**How are the business and profession of law changing, and are Florida lawyers well positioned for the future?** The future of the legal profession is more and more determined by the technological advances that affect both the business of law and the execution of legal matters. Florida lawyers are absolutely well-positioned for the future. Florida now competes and is a player on the legal industry world stage; we have some of the finest legal minds practicing here. Our state has benefited from the fact that so many major companies, in all sectors, have relocated here, and currently we are seeing even more of that trend. Florida has the legal talent to accommodate their needs both now and going forward.

**What advice would you give to someone contemplating a career in law, or someone whose career in law has not been satisfying so far?** If you are contemplating a career in law, keep in mind that the clients and the legal system require and expect attorneys to have honed their skills in all areas. Be well versed in economics, accounting, business strategy and fundamentals of the law. Having high ethical standards and being transparent regarding all legal relationships is critical and equally important. If your law practice is not currently satisfying to you, my advice would be to remember what law first meant to you and specifically recall what motivated you to become a lawyer. Ensure you are living that mission every day. The practice of law can be very gratifying when you remember that you are doing a service to help people and their businesses and are making a difference in their lives — both personally and professionally.

GT GreenbergTraurig

