

## Managing Partner Kevin J. Cross Featured in New York Law Journal, "Continuing Its Significant Growth, Lippes Mathias Plants Stake in Rochester"



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Managing Partner, [Kevin J. Cross](#) was featured in the New York Law Journal article "Continuing Its Significant Growth, Lippes Mathias Plants Stake in Rochester." Kevin talks about the firm's culture and rapid growth.

'The firm's immediate plans are to hire at least two attorneys at the Rochester outpost, but it has made space to add 12 more with potential for further expansion.

"We've looked for talented people," Cross said. "We've looked for opportunities to diversify in our geographic reach and offices and serve clients better by bringing in those specialties."

And what's drawing attorneys to the firm? Cross chalks it up to a positive firm culture that doesn't get "bogged down in politics and layers"—or get obsessed with metrics.

Cross said that leaders assess lawyers' performance not just their billable hours, but along more subjective measures such as time spent mentoring other attorneys and their involvement in the community.'

# Related Team



## **Kevin J. Cross**

Managing Partner |  
Executive Committee



**ALBANY** | 54 State Street, Suite 1001 • Albany, NY 12207 • 518.462.0110

**BUFFALO** | 50 Fountain Plaza, Suite 1700 • Buffalo, NY 14202 • 716.853.5100

**CHICAGO** | 332 S. Michigan Ave., 9th Floor • Chicago, IL 60604 • 872.254.5500

**GREATER TORONTO AREA (PRACTICE FOCUSED ON U.S. LAW)** | 1100 Burloak Drive, Suite 300 • Burlington, ON L7L 6B2 • 905.319.8964

**JACKSONVILLE** | 10151 Deerwood Park Blvd., Bldg. 300, Suite 300 • Jacksonville, FL 32256 • 904.660.0020

**NEW YORK CITY** | 477 Madison Avenue, 6th Floor • New York City, NY 10022 • 646.673.8633

**ROCHESTER** | 400 Linden Oaks Dr., Suite 150 • Rochester, NY 14625 • 585-770-7590

**WASHINGTON, D.C.** | 1900 K Street, NW, Suite 730 • Washington, DC 20006 • 202.888.7610