

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 |
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