

The Lippes Difference



By [Kevin J. Cross](#)

October 12, 2021 | **ARTICLES**

Growth

For the last five to eight years, we've been in growth mode. We've seen a near 200 percent increase in attorney count – from 48 to 135 – and the expansion to six additional offices– New York City, Washington, D.C., Jacksonville, Albany, Chicago, and the Greater Toronto Area. And we're about to open another New York State office. More on that is to come, stay tuned.

When people ask me how we did it, in relation to our sustained, strategic growth, I point to two things – our clients and our people.

I point to our clients because it's their trust in us that leads to our mutual success. It's something we take seriously. We're here to meet *all* of our clients' business legal needs and growing in areas of need is how we've plotted our growth course.

And I credit our success to the strength and resilience of our people, our culture and our unique approach to the

intersection of business and law. It's clear to us that clients want real-world recommendations on how to move forward, not seemingly endless options with no clear-cut recommendation. With that, comes strategic thinking and an entrepreneurial spirit that business leaders want. It's that driving force that sets the foundation for our culture. And we purposefully and intentionally build off that foundation to create a place people want to work.

Culture

We're not like most other law firms.

I've worked at Lippes Mathias for more than 20 years and I've been the managing partner for the last eight. My vision for the culture of our firm, both for our internal team, our clients, and people who might want to work with us, is that we are a different kind of law firm. We're inquisitive. We're collaborative. We're supportive. We're not mahogany and hierarchies – we have a refined, modern approach and we're meeting today's workforce where they are. Our culture shows up in everything we do.

- **We're inquisitive.** We think ahead, and around corners, for our clients. It's how we find answers to legal questions that advance business outcomes – not endless options and choices.
- **We're collaborative.** Ability before title; tenacity before tenure. The only way to keep growing and thriving is to build our firm from within. Here, partners teach associates how to grow meaningful client relationships. Associates bring partners new business ideas to navigate together.
- **We're supportive.** We respect the lives of our people, their loved ones and commitments. Work-life balance does exist, and we value it.

Our culture is why when someone asks how we find such talent in today's tough marketplace, I tell them it's easy. We're a place people want to work, an alternative to most. In the legal world, the departure we've taken from the norm is obvious and it stands out.

Our intense focus on culture is very much working – for our client success, for our growth, and for the happiness and wellbeing of our team and their families. We're running towards who we are. And we're not stopping now.

Where We Came From

In celebrating our success and looking towards the future with optimism we must compliment the work of all of those who helped get us here. That group certainly includes Scott Friedman and Alan Wexler, who have both played an important role at the firm for many years. Their contributions, including many of our current and past partners, have shaped the firm into what it is today

Our New Brand

We've streamlined the name of our firm, we've changed our logo, and we've updated our overall visual look and feel, all in an effort to better reflect *The Lippes Difference*. We're modern and we're navigators. The labyrinth created by the intersection of the L and the M in the logo represents our journey alongside clients, optimizing business outcomes and minimizing legal risk. It might sound trivial to some but making sure our outward image is an accurate reflection of who we are is essential – especially as we've evolved into a full-service, national law firm.



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