

Culture, Values And Excellence

An Interview with Richard A. Rosenbaum, Executive Chairman, Greenberg Traurig, LLP

EDITORS' NOTE Richard Rosenbaum is the Executive Chairman of Greenberg Traurig, a unified international law firm of more than 2,800 attorneys in 49 locations around the globe. He has long been considered a thought and change leader in the broader legal profession. He joined the firm in 1985 as its 90th lawyer and has since been integrally involved in forming and successfully executing the strategies that have led to the firm's growth and unique culture across the United States, Europe and the Middle East, Latin America, and Asia. He closely guards the firm's long-term core values while still aggressively navigating ever-changing times. Rosenbaum has always put the firm's clients and people first, understanding that a law firm leader works for them, first and foremost. He is proud of his work in founding the firm's renowned and wide-ranging "commitment to excellence" program, which ensures that all these values remain core to the firm's daily practice and global brand for many years to come.



Richard A. Rosenbaum

2024 BTI "Leading Edge Law Firm" for delivering on client expectations for the future and is consistently among the top firms on the Am Law Global 100 and NLJ 500.

How do you describe Greenberg Traurig's culture?

At Greenberg Traurig, we have built a culture that prioritizes empowerment and respect for every individual, innovation, and an unwavering commitment to excellence. We operate under a unique "freedom within a framework" model,

empowering our attorneys to make decisions while maintaining a shared vision of collaboration, trust, and client-first service. Unlike many competitors that have pursued rapid expansion through mergers, or who have become rigid bureaucracies, we have grown organically, preserving the integrity of our culture and the ability to make swift, independent decisions.

Greenberg Traurig is a firm that values personal accountability and entrepreneurial spirit – a place where attorneys are encouraged to take ownership of their careers and build their own success. Our decentralized structure enables attorneys to tailor their approach to their clients' unique needs while staying true to our broader commitment to ethics, excellence, and teamwork.

Mentorship and long-term career growth are fundamental pillars of our culture. Through our Commitment to Excellence program, we have developed initiatives that provide our people with the tools and guidance needed to advance their careers. Our structured mentorship program connects senior attorneys with junior associates, fostering an environment of learning and collaboration. These efforts ensure Greenberg Traurig is not only a place that attracts top legal talent, but also one that nurtures and retains it.

Innovation has always been at the core of our success. From leveraging emerging technologies like artificial intelligence or expanding into new global markets, we prioritize adaptability and progress. We anticipate market trends and make strategic decisions about where wealth, business and innovation are going, keeping Greenberg Traurig at the forefront of the legal industry. By remaining agile and forward-thinking, we have built a firm uniquely equipped for long-term growth and success, no matter the cycle.

Our dedication to diverse geographies and practice areas stems from a deeply held belief in the value of different backgrounds and perspectives and finding opportunities in change. This is not simply a statement – it is part of our DNA. We recognize that embracing varied experiences strengthens our ability to serve a global client base effectively. We've worked to foster an environment that welcomes individuals from varied

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backgrounds, experiences, and cultures, ensuring that Greenberg Traurig remains a place where legal talent thrives based on merit and dedication.

What do you see as Greenberg Traurig’s responsibility to the communities it serves?

We measure our success not only by financial growth or industry accolades, but also by the impact we have on the communities we serve. Greenberg Traurig has always championed a culture of civic responsibility, ensuring that we actively participate in initiatives that support economic development, education, and access to justice. Guided by this ethos, Greenberg Traurig maintains one of the largest philanthropic funds of any major law firm, donating more than \$10 million annually to our communities. Also, the GT Holly Skolnick Fellowship Foundation supports fellowships for lawyers in public interest law work, while the firm serves as one of the largest supporters of Equal Justice Works, having sponsored more than 200 fellows throughout the United States.

We believe legal professionals have a unique opportunity to contribute to society, and we have strategically expanded our community engagement efforts. From supporting educational programs for underprivileged students to participating in policy discussions that shape the legal and political landscape, Greenberg Traurig is deeply embedded in the communities where we operate, enabling our attorneys to leverage their skills to create tangible change.

The firm has also played a significant role in responding to crises affecting communities, whether assisting those affected by natural disasters or offering legal aid to those facing economic hardship. We proactively engage, and this belief has led to initiatives where our attorneys provide pro bono legal counsel to small businesses, nonprofits, and individuals who lack access to quality legal representation when they need it most. I’m constantly encouraged by the number of our attorneys who devote their time to pro bono legal counsel, addressing critical needs.

Our vision for community engagement extends beyond traditional philanthropy – this commitment is embedded in the DNA of our operations, ensuring that civic and community impact is a fundamental aspect of Greenberg Traurig’s identity.

How is purpose ingrained in Greenberg Traurig’s culture and values?

A sense of purpose lies at the heart of everything we do. The drive to succeed for our clients isn’t limited to legal strategy – it also encompasses grit, determination, and an unwavering commitment to excellence. I know and respect the value of hard work. Before becoming a lawyer, I worked full-time while attending law school at night and supporting my family. That experience instilled in me the values of perseverance and passion, which I believe are the cornerstones of success. What

makes Greenberg Traurig truly special is how this work ethic is embedded in our firm’s culture. We encourage our attorneys to take ownership of their careers, approach challenges with resilience, and dedicate themselves fully to their clients. We are not only problem solvers but advocates, strategists, and partners – protecting our clients every step of the way. This passion creates a deeper sense of purpose that extends beyond the immediate matter and influences the broader impact of their work.

Purpose also means recognizing our responsibility beyond the walls of the firm. Just as we are fierce advocates for our clients, we are equally committed to giving back to our communities. Whether mentoring young lawyers, engaging in civic initiatives, or providing legal counsel to underserved groups, we believe purpose-driven work has the power to create lasting change. Our team uses their skills to shape industries, create legal precedent, uplift communities, and make a meaningful difference in the world.

Purpose is not something we search for, but rather something we create through our actions. It is found in the late nights spent preparing for trial, in the dedication to immersing ourselves in a client’s business, and in our impact on the clients, communities and industries we serve. Greenberg Traurig’s strength is built on this foundation, ensuring that we continue to thrive, innovate, and lead with integrity every day. ●

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