



Portfolio Media, Inc. | 111 West 19th Street, 5th floor | New York, NY 10011 | www.law360.com
Phone: +1 646 783 7100 | Fax: +1 646 783 7161 | customerservice@law360.com

Benesch Taps Firm Management Vet As Chief Of Strategy

By **Nick Muscavage**

Law360 (October 22, 2021, 3:11 PM EDT) -- Benesch Friedlander Coplan & Aronoff has recently brought on legal industry consultant Scott Golin to serve as the firm's chief strategy and growth officer to help the firm in its continued expansion efforts.

Golin's first day at Benesch was on Tuesday, while his new role was announced on Thursday.

He joins Benesch after having served as a partner in Hoffman Alvary & Company's law firm consulting practice. His goal at Benesch, he told Law360 Pulse on Friday, "is to help the firm continue to build on the momentum of its successes over the past five years."



Scott Golin

"One of the most important things I learned from my time practicing with Paula Alvary and Cara Rhodes at Hoffman Alvary was how to develop consensus and buy-in for change at law firms," he said. "It's this skill, along with the understanding of Benesch's culture and practice strengths, that will help me in my role."

With 22 years of law firm consulting experience under his belt, Golin has worked on strategic plans with firm leadership in areas including equity partner compensation, succession planning, firm combinations and partner admissions, he said.

He began his career in Akin Gump Strauss Hauer & Feld LLP's Washington, D.C., office, where he spent five years working on strategic initiatives for the firm, such as economic improvement, firm expansion and pricing and profitability.

The Cleveland-based Benesch — which boasts about 280 attorneys and maintains offices in Chicago; New York; San Francisco; Philadelphia; Wilmington, Delaware; and Hackensack, New Jersey — said Golin is known across the country for his consulting, noting that he has worked with the firm in the past.

"He has been an important resource and partner with us as we have grown into the firm we are today," Benesch managing partner Gregg Eisenberg said in a statement. "As we look to continue our growth, we know Scott will be a critical part of the team driving our evolution."

Golin, Eisenberg said, "brings a unique skill set to our firm, having not only the expertise in law firm strategy and management, but also having managed his own practice at Hoffman Alvary, which allows him to work with our partners and have the credibility to help individuals and the firm grow our business."

As Golin, a graduate of Bates College, where he majored in economics, looks toward future growth opportunities for Benesch, he anticipates a familiar challenge: "Resistance to change."

"I think anyone who has worked in this industry recognizes lawyers are generally more hesitant to embrace change," he explained. "The firm has done remarkably well, so I anticipate a percentage of our partners might rightly ask, 'We are doing so well, why should we keep pushing?'"

But the answer, he said, is that the current market demands it.

The legal industry has "frothy competition for talent at all levels," he said.

As firms grow, so, too, does the "intense competition for the best work from clients" and "the increasing sophistication of clients who demand experience and credentials along with anticipation of needs and innovative solutions," Golin said.

And in order to sustain the success of a firm, he said, there will always be a "continued need for economic currency to invest in the future."

However, he is confident that Benesch will have no problem continuing in its expansion, and he said he sees the firm's recent additions and growth as "strong predictive factors for the firm's future."

Over the past year, the firm has **aggressively pursued laterals**, including two finance partners in Columbus, Ohio, two intellectual property attorneys in Chicago and a litigation partner in San Francisco, among others. At the same time, **it also recruited J. Scott Humphrey**, a former Seyfarth Shaw LLP partner, as its new head of its trade secrets, restrictive covenants and unfair competition practice group and **launched a new multidisciplinary data protection team**.

--Additional reporting by Emma Cueto and Adrian Cruz. Editing by Steven Edelstone.

All Content © 2003-2021, Portfolio Media, Inc.