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Phone: +1 646 783 7100 | Fax: +1 646 783 7161 | customerservice@law360.com

Benesch Hires Veteran Am Law 100 Exec As New CFO

By **Adrian Cruz**

Law360 (August 18, 2022, 4:51 PM EDT) -- Benesch Friedlander Coplan & Aronoff said Wednesday that a longtime legal executive with experience at a number of the nation's largest law firms was named the Ohio-based firm's new chief financial officer.

Kevin Cash was officially appointed CFO on Monday after two years as Wilson Elser Moskowitz Edelman & Dicker LLP's chief operating officer. Cash also has been CFO at Pierce Bainbridge Beck Price & Hecht LLP, Orrick Herrington & Sutcliffe LLP and BakerHostetler.

Before focusing his career on working with law firms, Cash spent over 20 years as a partner at Big Four accounting firm EY, formerly known as Ernst & Young.



Kevin Cash

Cash told Law360 on Thursday that he chose to join Benesch because he was attracted to the firm's fast growth over the last few years, as well as its people, specifically citing its strong retention rate as an example of a strong firm culture.

"Benesch has experienced tremendous growth, more than doubling its head count since 2015. And the firm's investment in Chicago is just fantastic and it's what initially caught my eye," he said. "The retention rate really shows that they have something special here because people are coming and staying here, which is fantastic. You don't see that much these days with all the movement going on at law firms, so something's been working."

As CFO, Cash said he'll be involved in all aspects of Benesch's strategic plan, working on areas such as diversity and inclusion, integrating attorneys into the firm, leader training and development, and client relationships. But his key role going forward will be focusing on Benesch's internal processes and making sure the firm builds systems that match its long-term growth potential.

He cited the recent adoption of the legal billing software Aderant as an example of the firm making its operations more streamlined and efficient.

"It's been a great ride for the firm and I want to see it continue growing the way it has been," Cash said. "We're looking to do things better, smarter, faster and cheaper, and there's a lot of opportunity here."

When he's joined a new firm in the past, Cash said one of the first things he looks for are major things that need to be fixed, but he said that at Benesch, the focus will be more on small changes and improvements to better support the firm's ambitions.

"There's nothing really broken, and it's more about making tweaks here and there to do things better," he said. "The focus will be on incremental changes to the ways we process information, but we're also going to look at ways we can improve profitability and do things more efficiently in serving our clients."

Over the past year, Benesch has made a number of moves, most recently announcing its decision to **establish a metaverse presence**, the first Am Law 200 firm to do so. In more traditional spaces, the firm has **added attorneys** in Chicago, Denver, Columbus, Ohio, and San Francisco.

The firm also had one of the largest January partner classes, **promoting 13 attorneys** in areas such as litigation, construction, intellectual property and securities.

Benesch has more than 300 attorneys in six U.S. offices and one in Shanghai, China, according to the firm.

--Editing by Lakshna Mehta.

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