

Benesch Managing Partner Gregg Eisenberg Quoted in The American Lawyer on Big Law Profitability Trends

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Managing Partner **Gregg Eisenberg** was quoted in *The American Lawyer* article, "Will Rising Expenses Dampen Big Law Profitability?", which examines how increasing operating costs, particularly investments in artificial intelligence and innovation, are impacting the financial outlook for law firms. The article highlights findings from a recent Law.com survey showing that while many Am Law 100 firms expect continued revenue growth, rising expenses remain a key concern for firm leaders.

As firms continue to invest in technology and innovation to enhance client service and remain competitive, Eisenberg emphasized the importance of balancing those investments with long-term business objectives.

"AI is the big overhang. You need to continue to invest in your business and technology to keep up and provide efficiencies to your clients."

The article explores how law firms are navigating growing expenditures related to AI adoption, attorney compensation, real estate, and other overhead costs while maintaining strong financial performance and delivering value to clients.

More: [With an Aggressive Growth Plan, Benesch Looks to Solidify Foothold in Miami | Law.com](#)