

MEDIA MENTIONS

Law.com Quotes Benesch Managing Partner Gregg Eisenberg on Rising Costs, AI Investment and Big Law Profitability

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Benesch Managing Partner [Gregg Eisenberg](#) was recently quoted in the Law.com article, *"Will Rising Expenses Dampen Big Law Profitability?"* The article explores how rising operating costs, particularly investments in AI and innovation, attorney compensation, and other overhead expenses, are impacting law firm profitability despite strong revenue growth across the legal industry.

Gregg discussed the growing importance of technology investments, noting that Benesch expects technology spending to soon surpass real estate costs as the firm's second-largest expense. He emphasized that firms must continue investing in AI and technology to remain competitive, attract and retain top talent, and deliver greater efficiencies to clients.

More: [Will Rising Expenses Dampen Big Law Profitability? | Law.com](#)