

Managing Partner Gregg Eisenberg Featured in Law360 | “4 Law Firm Leaders On Why They’re Dead Set Against Merging”

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Gregg Eisenberg, Managing Partner at Benesch, was featured in a *Law360* article discussing the challenges that law firm mergers can pose to long-term growth.

In the legal industry, many firms pursue mergers to increase their headcounts. However, Benesch is one of four firms that have publicly stated a disinterest in merging, instead using this stance as a selling point to attract laterals and clients. Over the past ten years, Benesch has grown its headcount by 196% and added offices in Chicago, San Francisco, and New York—all without merging or acquiring other firms.

The firm has allowed client demand to guide its decisions about where and how to grow. It remains focused on a core set of practice areas, ensuring it builds strength in those areas rather than engaging in work that doesn’t align with its overarching goals.

Although growing through lateral additions requires constant recruiting, vetting, and integration, this approach has been critical in preserving the firm’s culture.

"We have grown a lot, but the culture is still the same as 27 years ago - warm, collegial, and people have a voice in the work they're doing," said Eisenberg. "People like practicing here and genuinely like each other."

Read the full article [here](#).