

# The 29<sup>th</sup> Annual MARKETING PARTNER FORUM

## Breakout #3: Abundant Harvest: Managing Long-Term Merger Strategy and Growth

Moderator



**Michael Ellenhorn**  
*Founder & Chief  
Executive Officer,  
Decipher*



**Jennifer Castleberry**  
*Chief Marketing &  
Business  
Development Officer,  
Foster Garvey PC*



**Jason Noble**  
*President & Chief  
Executive Officer,  
ikaun*



**Anne K. Schuster**  
*Chief Marketing  
Officer, Thompson  
Coburn LLP*



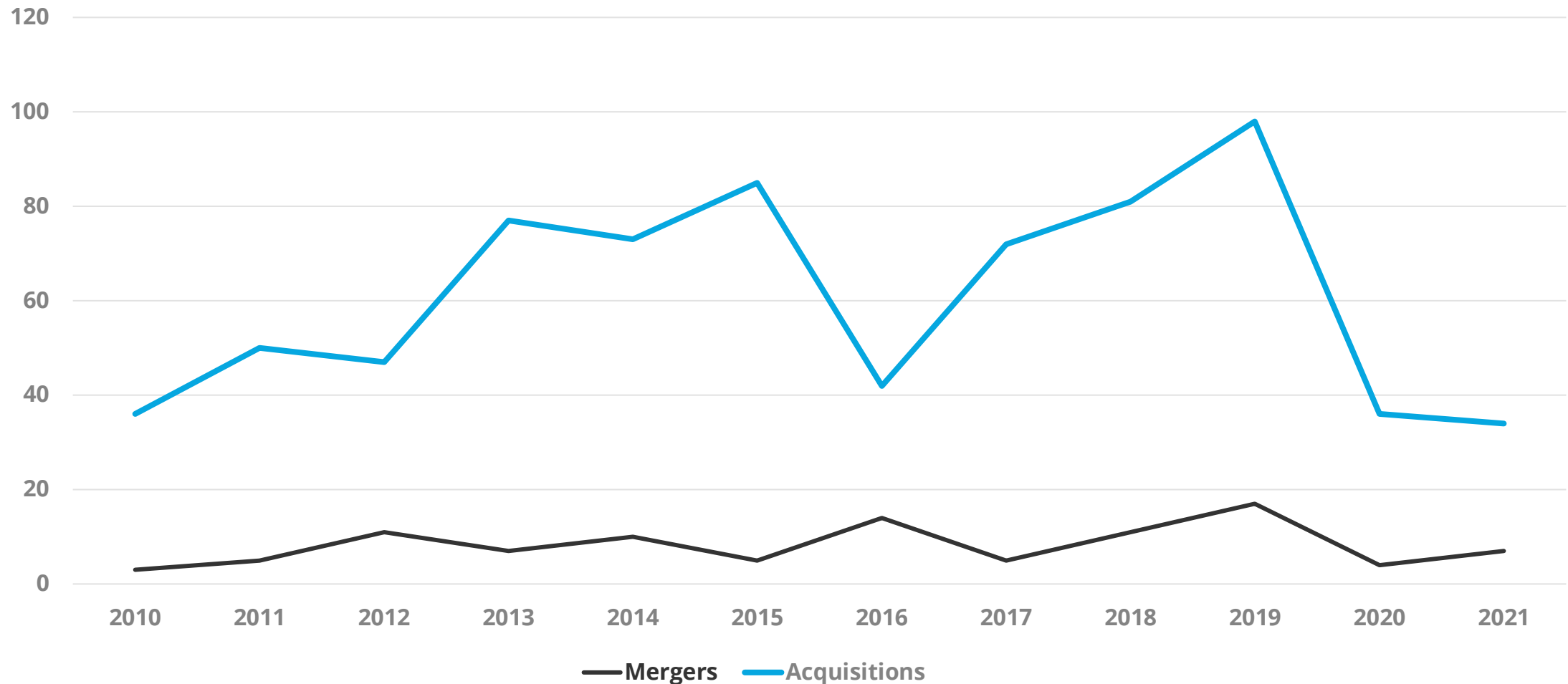
**Lee Watts**  
*Chief Marketing  
Officer, Smith,  
Gambrell &  
Russell LLP*

# Abundant Harvest: Managing Long-Term Merger Strategy and Growth

# Law Firm M & A Transactions by Year

**88%**  
Acquisitions

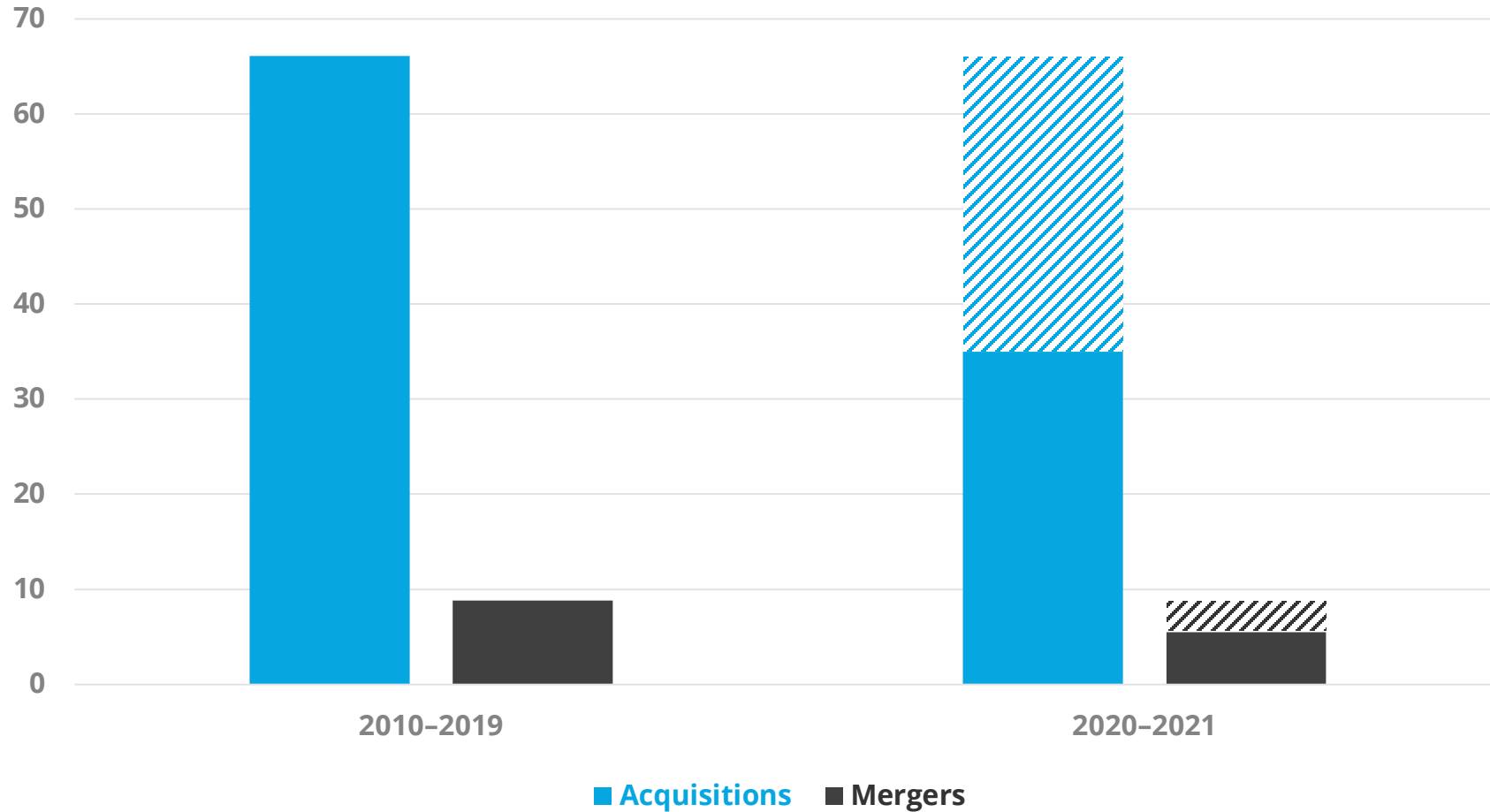
**12%**  
Mergers



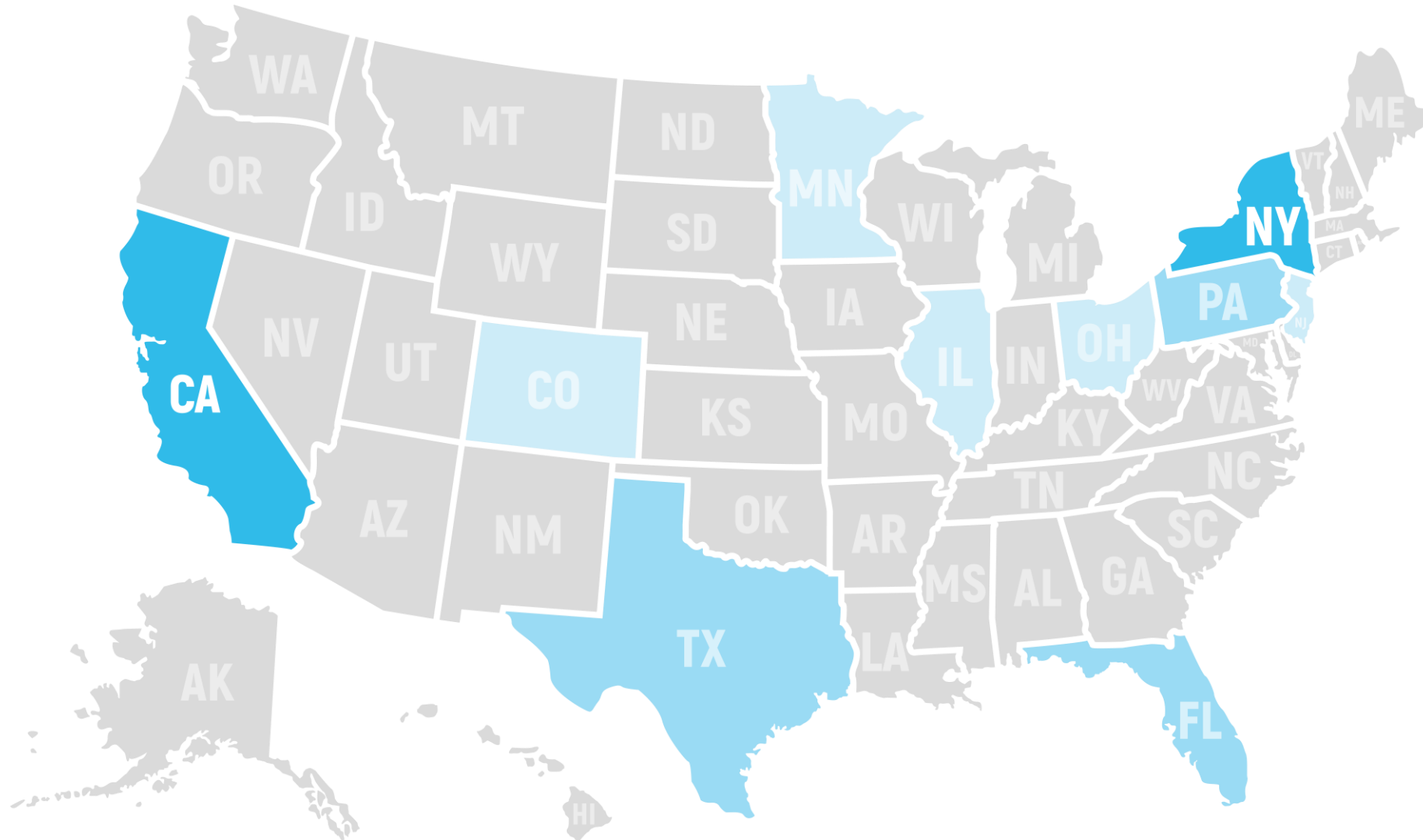
# 91%

of all law firm M & A  
transactions involve firms  
with less than 50  
attorneys

# 2022 is likely to be a big year in law firm M & A transactions



# Where is this M & A activity happening?



# Average headcount of acquired firms





## MICHAEL ELLENHORN

Founder & CEO  
Decipher Investigative Intelligence

Michael Ellenhorn has an ambitious goal: to change how organizations approach vetting lateral hires. It's a tall order, but one he says is no less than battling for the human dignity of all employees.

As founder and CEO of Decipher Investigative Intelligence (DII), Michael helps his clients create safer, more productive and more profitable workplaces by equipping them with investigative intelligence.

He believes that empowering people inside firms to make informed hiring decisions, based on intelligence-driven transparency, is both the right thing to do and one which will change workplace culture for the better, and, ultimately, better humanity.

With more than 20 years of experience in the legal industry, first as a trial lawyer and then as an international legal recruiter, Michael is well-positioned to counsel clients on mitigating risks associated with the hiring process. He leads a team of experienced analysts and professionals who collect credible, actionable intelligence about prospective laterals to help organizational leaders make more insightful and successful talent decisions.



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