

The 29th 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,
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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

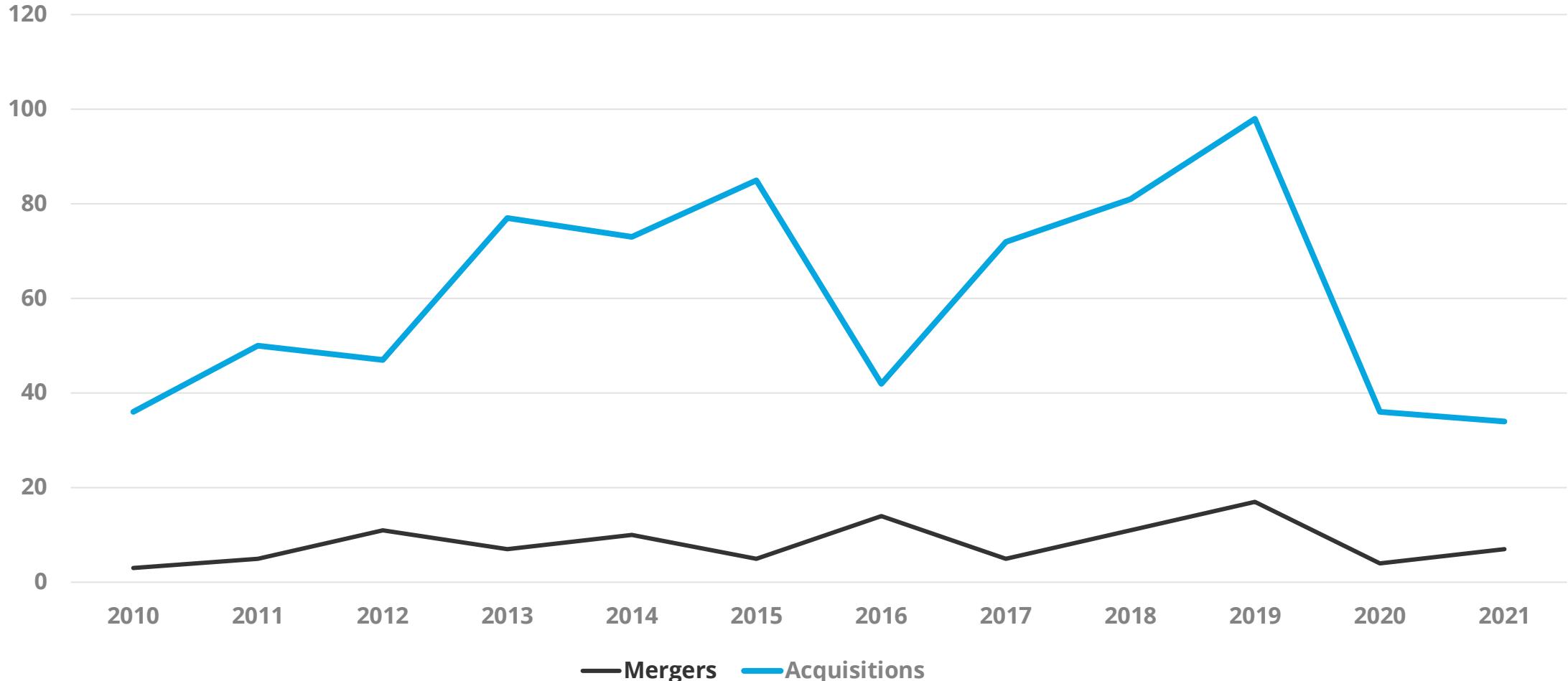


THOMSON REUTERS®

Law Firm M & A Transactions by Year

88%
Acquisitions

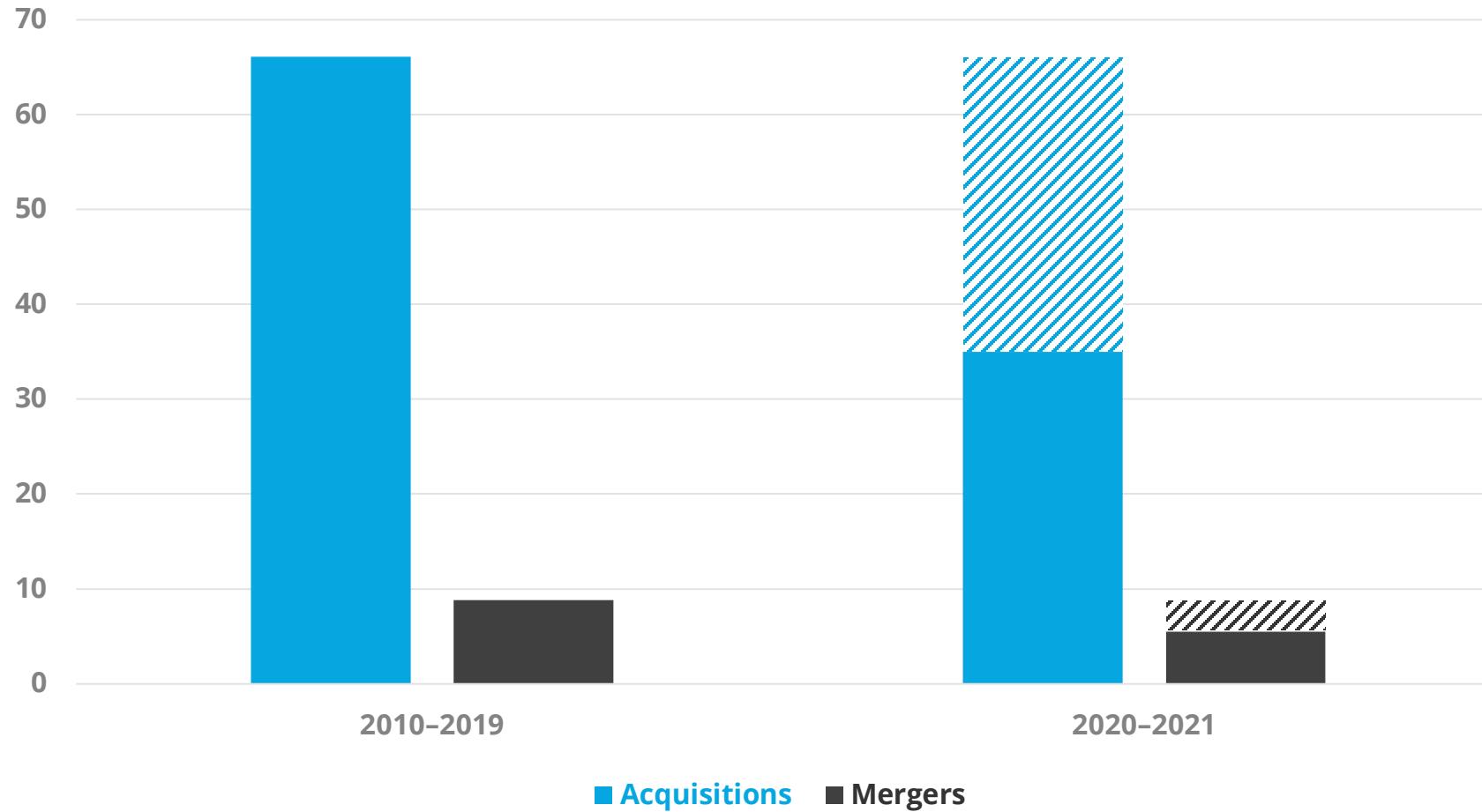
12%
Mergers



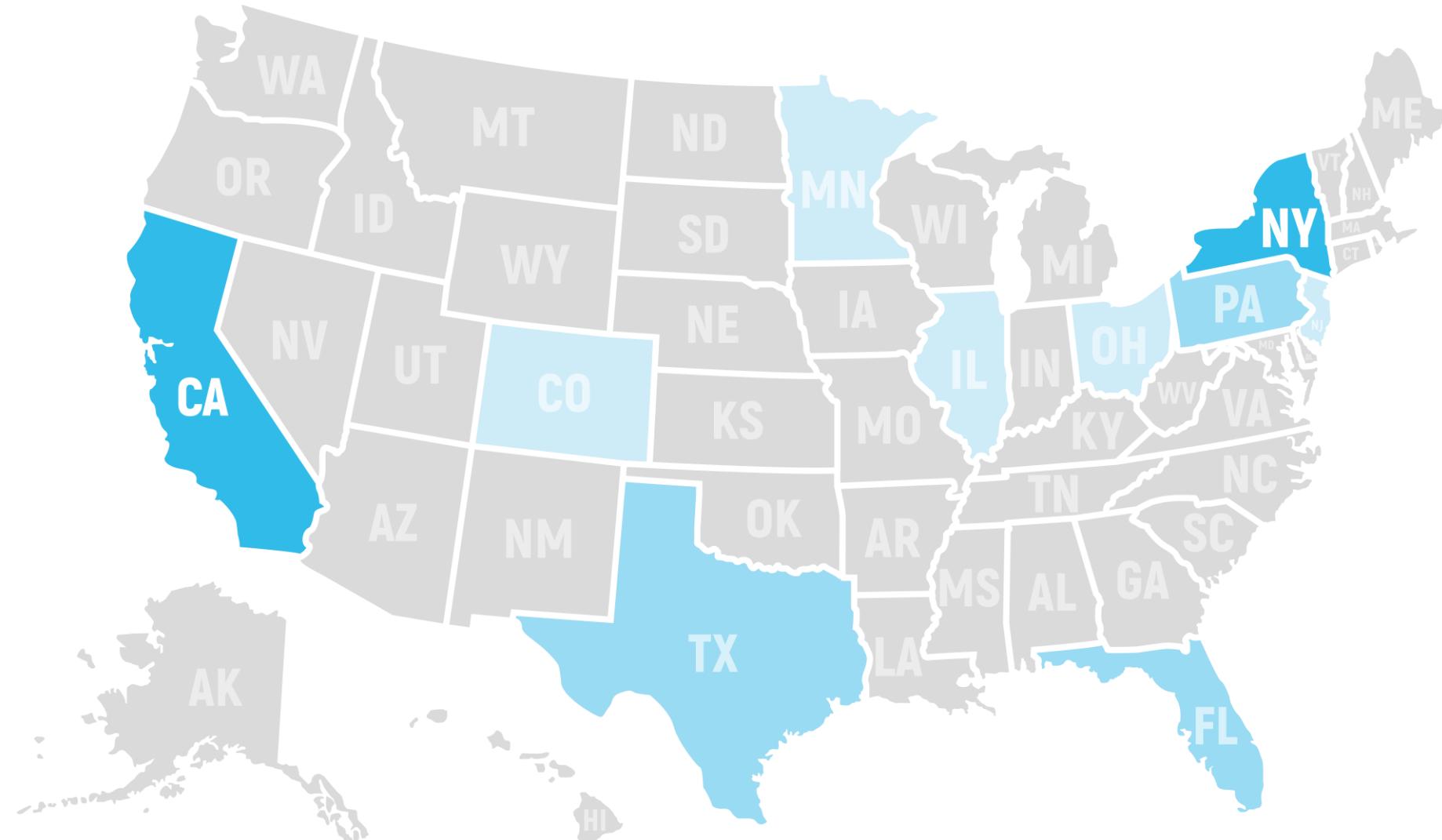
91%

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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