

Insights



Forbes Features Co-Founders Michael Kim and Steve Kobre's Story on Kobre & Kim's Formation and Future

October 3, 2017

Publication: *Forbes*

Firm co-founders Michael Kim and Steve Kobre discuss with *Forbes* Kobre & Kim's remarkable history and future plans. Starting with the Am Law 200 firm's origins, Mr. Kim and Mr. Kobre discuss how they defy convention by applying traditional business concepts to law firm management. They explore the process of building and marketing the firm in its early years, success as a function of luck, legal industry technology, and how they envision the firm's future trajectory within the legal market.

Read the article, "Steven Kobre And Michael Kim, On Technology, Strategy, Luck, And Running A Firm Like A Business," [here](#).