

# Insights



## Gary Singer on How Kobre & Kim Addresses the Question of “To Scale or Not to Scale”

December 5, 2019

Publication: ***The American Lawyer***

Kobre & Kim Chief Strategy Officer Gary Singer recently spoke with The American Lawyer on the legal industry’s increased pressure on firms to scale up in the wake of major consolidations and changes in technology.

As Big Law gets even bigger, technology marches on, and the threat of alternative service providers encroaching on the industry by offering legal services, the pressure to scale is bigger than ever before. However, with his background in management consulting, Mr. Singer explained that Kobre & Kim approaches the question of scale in terms of “product innovation” rather than growing in size for the sake of it.

“We want to continue to offer products and services to people that uniquely serve their needs,” Mr. Singer said. “If that means we grow in the process, so be it. But the real focus is on this niche opportunity we’re trying to serve.”

[Click here for the full article \(subscription required\).](#)