

# Insights



## Michael Kim and CSO Gary Singer Speak with American Lawyer on Kobre & Kim's Approach to Strategy

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"Business as usual" no longer applies to the law firms that invite perspectives on growth and strategy from outside the legal services industry.

In an interview with *The American Lawyer*, Kobre & Kim co-founder Michael Kim explains the importance of breaking the mold when appointing firm leadership: "We wanted somebody who was not from the legal services industry," Kim said. "We didn't want someone to just replicate what other firms were doing. We didn't care otherwise what their experience was."

Tapping Gary Singer – formerly of management consulting firms such as A.T. Kearney and McKinsey & Company – as Chief Strategy Officer is the realization of the goal to plot a unique course for the firm. For Mr. Singer, his early days at Kobre & Kim were "all about scaling the firm, and making the transition between a small business run by the founders and truly institutionalizing the firm."

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