Who We Are

We are a group of placement professionals who have made it our business to experts in the business of law. This means having a strong working knowledge in the following areas:

What We Do

We are a boutique partner placement firm. In lay terms, we are legal recruiters. But where your traditional legal recruitment firm aligns with, and takes assignments from, law firms, we solely work with laterally active lawyers and groups. To reiterate, we never take assignments from law firms; this way, there is no conflict of interests between us and the lateral lawyers that we represent. You can consider us sports agents of the legal world.

How We Do It

1. Goals – Unraveling and linearizing motivations, needs, and wants, as they surround your move, so that we can create a 20,000 ft. plan.
2. Research – A comprehensive research initiative to vet the *entire* market – i.e., ALL firms that may be of potential interest; not just a few firms that a traditional recruiter might be selling – and gaining consensus on what firms, at least on paper, fulfill our criteria.
3. Strategy – We work together to assess our market of interest, and create a realistic, hierarchical, and effective approach strategy.
4. Marketing Materials – I develop a dossier and business and integration plan for you, as they surround your experience, skillset, and book of business, and your eventual integration into a prospective firm. These will be the marketing materials that I use in my approaches.
5. The Approach – Of vital importance to you, as a default, I approach the chair or managing partner of the firms we decide to pursue, first, unless it makes sense to go after another contact point. This is a mutual decision we – you and I – would make in our strategy development process.
6. Discussions – I prepare you for, and facilitate, ongoing discussions between you and the firm. Many-if-not-most laterals don’t know what to expect, what to address, how to address it, etc. Further, when running multi-firm searches – which most of my laterals do – time management is a challenge. I handle all of this.
7. Vetting the Players – I am fully involved in vetting the active field as the process unfolds. When you factor in my experience, books, and columns, there is, perhaps, no one better qualified to help you assess law firms than me.
8. Negotiations – Once we’ve arrived at a point of decision, I negotiate the finer details of your compensation and contract.
9. Ultimate Decision and Transition – I work with you on making the final decision, constructing and executing your resignation, and I stick with you right through your transition to ensure that you’ve arrived in one piece, and that the new firm is living up to their proposed integration plan.
10. Follow up – Integration is one of the most important pieces of the puzzle. Often enough, this may need a little bit of massaging after the fact. I continue to follow up at 1, 3, 6 and 12 month points to ensure that things are going as smoothly as they should. In the event that they don’t, I get involved to (ideally) fix any challenges.

Why We Are (Actually) Different

Lateral placement is our chose profession. We are not failed attorneys who are trying our hand at recruitment – this is our stomping ground, and we pride ourselves on knowing more about the business of law than anyone else in our profession.

We do not, under any circumstances, take mandates from a law firm. This means that there is no conflict of interest between us and the partners that we represent.

Our founder is involved in every placement process that we engage. This means that you are guided, and presented to the firms, by one of the most recognizable, knowledgeable, and highly regarded veterans in the industry.

About our founder

My profession is BigLaw search and placement. I am also an author (ABA Publishing), speaker, and Forbes and American Lawyer Media contributor. I’ve previously worked in-house with the likes of Intel, Xircom, and DreamWorks SKG. Along with my Forbes and ALM columns, I can be found in Inc., The American Lawyer, Huffington Post, Venture Capital Post, Fox News Magazine, Lawyerist, Australasian Lawyer, NBC News, The Global Legal Post, Business Insider, NZ Lawyer, and Monster.com, among others.

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