

MEDIA MENTIONS

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Laser-Focus on Strategic Plan Yields Long-Term Growth for Firm, Chief Executive Eberle Tells *The American Lawyer*

Husch Blackwell Chief Executive Paul Eberle recently spoke with *The American Lawyer* to discuss the firm's record performance in 2022 and future growth plans.

Eberle attributed the firm's success to its long-term strategic plan, which launched in 2012, with a vision of transforming the firm into an integrated business-driven law firm.

"Our strategic plan is our roadmap and our clients are our North Star," Eberle said. "Our approach is different—we are committed to running our firm like a business. Our industry-focused business units have their own P&Ls and they are nimble and able to adjust quickly to what is happening in the market. We saw growth across the board. We have an uncommon view on how to do this and the results support that it's working."

The firm has plans to enter new geographies—it will open a Minneapolis office in the second quarter this year—and will continue to leverage the virtual office, The Link, to grow organically. Since launching in 2020, the Link has become the firm's largest office and has added a firm presence in 18 states. In 2022, the firm added 84 partners and associates through the Link.

Despite the pandemic, geopolitical issues and macroeconomic shifts, Eberle said the past few years have shown the firm is resilient.

"Of course, there will be something that comes next year," Eberle told *The American Lawyer*. "But I feel like we've demonstrated the ability to adapt and adjust to what the world throws at us."

Read the full article: [Husch, Actively Courting Law Firm Combinations, Grows Revenue 17%](#)