

# MLA Solutions Practice Group

## Case Study

**CLIENT:**

A media and technology leader based in New York, with a global footprint in its rapidly evolving industry

**PROBLEM:**

In the same year, this international start-up firm received more than \$100 million in financing and its deputy general counsel/head of U.S. legal needed to take maternity leave. An attorney who understood the industry, knew media and related technologies and who could assume the majority of U.S. legal work would be essential in this critical time period.

**SOLUTION:**

Major, Lindsey & Africa's Solutions Practice Group (SPG) has a broad network in traditional and emerging industries. This particular client, which offers a game-changing content marketing platform to its customers, needed an attorney with deep experience in media and technology. We presented a slate of attorneys who were qualified to work with business leaders and could maintain decorum as the company undergoes rapid growth in its emerging industry.

**SUCCESS:**

We were able to achieve a successful placement with a candidate who is now running the U.S. legal operations for this company. The department is accomplishing increased efficiency and cost reductions from relying less on outside counsel.

**CATEGORY:**

Intellectual Property

