

CORPORATE COUNSEL

THE 2024 WIPL AWARDS: LAW FIRM AWARDS

SEPTEMBER 19, 2024

INNOVATIVE LEADERSHIP WINNER

• **Briefly tell us about your career so far.**

I am vice chair of GT, also serving as co-chair of GT's 700-plus-attorney global litigation practice. In addition, I am co-chair of the trial practice group, which I created at GT, and built GT's award-winning pharmaceutical, medical device and health care litigation practice. Under my leadership, this practice grew to include 100-plus attorneys across 30-plus offices in the U.S. and globally. The group has been named The American Lawyer's "Product Liability Litigation Department of the Year" several times.

For years, I have served as national, regional, and trial counsel for leading medical device and pharmaceutical manufacturers, such as Bard/BD, Teva Pharmaceuticals, Moderna, and Novartis, handling all types of litigation, including some of the most complex class actions in history, multidistrict litigation, and trials nationally.

• **What has been the most significant barrier/challenge in your career and how did you overcome it?**

The biggest challenge in my career—and life—came in March 2022, when I turned to speak to my dog Lightning—and nothing came out. Medical professionals say they have never seen a case like mine. But I refuse to give up hope. I am tackling regaining my voice like I have every other challenge I have experienced—all in to find a solution. The AI voice-generating technology I am working with has been an important, successful part of my journey in this regard. I am continuing to perfect our work with that and other technology-based tools to refine the results. At the same time, I am not giving up hope and searching for a way to bring back my ability to speak.

• **What is the best leadership advice you've given or received, and why do you think it was effective?**

At GT, our leadership model "Freedom Within a Framework" is tremendously successful. In it, leadership provides an environment that encourages individuals to chart their own path to succeed in ways meaningful to them.

My advice Top 10:

- Be memorable.
- Be an individual.
- Stay true to yourself.
- Create your own path.
- Make a name for yourself.
- Never be afraid to speak up for yourself and speak your truth.
- Develop your own dream practice.
- Develop your own clients or at least try hard to.
- Advocate and mentor for those coming up behind or next to you both at your firm and outside of your firm.
- Advocate for yourself because no one will do it better than YOU!



Lori G. Cohen
Greenberg Traurig