

## **Jeffrey Green Russell merges with London-based law and consulting firm, Gordon Dadds, to create a £30m turnover practice in the West End of London**

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Full service London law firm, Jeffrey Green Russell, has merged with Gordon Dadds, the fast-growing law firm and consulting group. Jeffrey Green Russell is noted for its strengths in dispute resolution, banking, consumer finance, company and commercial law, sports and gambling law, commercial property, licensing, and mediation.

The move enables Gordon Dadds to strengthen its position within the national and international professional services arena. With its roots going back to a 1920s partnership, Gordon Dadds is now a full-service professional services firm which has emerged as a significant force in the UK's national legal and consulting marketplace. Its services encompass everything from multi-jurisdictional litigation and FTSE 100 consulting, to compliance, HR, workplace benefits and personal tax advice. The firm is the exclusive English member of the 118 firm strong Globalaw legal alliance.

Under the terms of the deal completed late on Friday 2 October, which involved a pre-pack following the appointment of an Administrator to Jeffrey Green Russell Limited, most of the current directors of Jeffrey Green Russell Limited will become partners in Gordon Dadds, simultaneously transferring their clients and practice teams over to Gordon Dadds.

Gordon Dadds, in its modern form, arises from the 2013/4 combination of the original Mayfair heritage Gordon Dadds private client, corporate and family practice with media and corporate firm Davenport Lyons. To this core has been added a large business services team composed of Big 4 accountants, consultants to FTSE 100 corporates, HR, IT, tax and compliance specialists.

Jeffrey Green Russell's Chairman, Philip G Cohen said:

"We are well known for our heavyweight litigation, lending, commercial and licensing expertise and see joining with Gordon Dadds as the best way of improving the depth, breadth and coverage of our service to our clients. Our business and our valued clients stand to benefit in a number of ways too from Gordon Dadds' highly efficient administration and IT centre, based in Cardiff.

"This sort of commercial model offers a way forward for the ambitious professional services firm of the future. Unfortunately, we could not take all our support services staff with us – I am extremely grateful to them for their past services to us – but we are already helping them to find new jobs within a buoyant London economy. Our fee-earners are hugely enthusiastic for this deal and for what they will be able to achieve in their new home."

Adrian Biles, Gordon Dadds' managing partner said:

"I have great respect for the new members of our team who are all senior lawyers, and impressive individuals with an excellent reputation among clients for getting things done. Our ambition is to provide the very best platform for their many talents, freeing them from the constraints of high-cost central London administration and equipping them with cutting edge technology, systems and processes. This will be our

management team's third integration of a significant team in under two years.

"We have found that the keys to success in integrating teams are: an unrelenting focus on new ways to remain relevant and satisfy changing client needs; total respect and consideration for highly able people; and a ceaseless quest to make professional and business performance improvements. My partners and I do not fear change: we positively welcome it and wish to help others to make successful transitions in their own practices.

"We look forward to achieving great things with the enlarged team."

The combined firm will be known as Gordon Dadds incorporating Jeffrey Green Russell.