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## Rubin Rudman Grows By Reinforcing Firm's Strengths

By Emma Cueto

*Law360 (September 19, 2025, 3:14 PM EDT)* -- Midsize Boston firm Rubin and Rudman LLP, which has rebranded as Rubin Rudman, is pursuing a growth strategy focused on doubling down on its existing strengths in areas such as trusts and estates, an approach that industry observers say is a good fit for the Boston market.

The century-old firm has added 23 laterals, 10 of them partners, since the start of 2024, expanding its headcount to about 95 attorneys. It recently unveiled a rebranded website meant to spotlight its experience.

The firm's managing partner, John McGivney, said that it has worked to add younger and more diverse partners while also shoring up its core trusts and estates group and adding or strengthening complementary groups, such as fiduciary litigation.

Despite the influx of BigLaw firms in Boston, he said he sees Rubin Rudman as well-positioned for the future.

"This is a time of change in the legal market and business economy," McGivney said. "I always look at times of change as times of great opportunity."

Rubin Rudman is a Boston-based firm, though it also has smaller offices in Andover and Woburn, Massachusetts, and it has a long history in the city. McGivney said the firm prides itself on being part of the Boston community, supporting institutions such as the local African American history museum and nonprofits helping children and veterans, among other causes.

The firm has a good local reputation, with Boston-based consultant Margaret Burke saying it is known for having solid attorneys and being especially strong when it comes to private client work.

However, Boston has been getting more challenging for midsize firms in the past decade as national firms such as Blank Rome LLP, Paul Hastings LLP and Simpson Thacher & Bartlett LLP have **moved in**.

As competition has increased, some midsize firms have chosen to merge with larger firms, such as Posternak Blankstein & Lund LLP, which merged in 2019 with Arent Fox LLP, now ArentFox Schiff LLP.

At least one has been pushed to collapse. In 2024, after losing 40% of its headcount to firms like ArentFox Schiff and Blank Rome, Burns & Levinson announced it would be closing its doors for good.

Burns & Levinson's loss was in some ways Rubin Rudman's gain, with the firm scooping up multiple trusts and estates attorneys from the firm in 2024.

Building up its already strong trusts and estates practice and complementary practices is the core of the firm's growth strategy, McGivney said. In addition to bringing on several trusts and estates practitioners, the firm has added family law and real estate-focused attorneys. It recruited its first fiduciary litigation partner in 2021 and added a second last summer.

It has also made an effort to bring on younger and more diverse partners, with McGivney saying that about half the firm's attorneys are women and its average attorney age is 40.

"With our younger lawyers, I see how talented they are and how enthusiastic they are," he said. "They want to succeed, and we want to be a part of that success."

McGivney said that the firm's overall goal is to reach 125 attorneys, which he sees as a "sweet spot" for a midsize firm. It is also looking for other complementary practice areas to expand into, he added, including patent prosecution capabilities to support its life sciences work.

Peter Zeughauser of the Zeughauser Group said that he didn't see such a headcount goal as particularly meaningful one way or the other, but that the practice mix Rubin Rudman was pursuing was a solid strategy for a midsize firm. Trusts and estates work, he said, was a solid middle market practice, especially now as BigLaw raises rates.

Raising rates, he said, means "some partners in those firms can't get those rates, which means talented partners are a little loose in the saddle."

For practices like trusts and estates and patent prosecution, he said there could be a lot of available talent.

In Boston especially, Burke said, being a local firm also still holds a certain cachet, which works to the advantage of local midsize firms in general.

"I think there's always a market for people that want to work with a large firm but don't want to spend the money," she said. "The Rubin and Rudmans out there are the in-between. I feel they're really well positioned in that market."

--Editing by Robert Rudinger.