

## Gary S. Lincenberg Featured in Law 360 on How to Become and Stay a Rainmaker

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Bird Marella Principal Gary S. Lincenberg was featured in a Rainmaker Q&A published by *Law360* describing his journey and role as a rainmaker in white collar criminal defense.

“I immediately began giving seminars, authoring dozens of articles and taking on prominent leadership roles throughout the legal community,” says Mr. Lincenberg. “I completely immersed myself in the various areas of white collar criminal law.”

Additionally, Mr. Lincenberg offers advice to aspiring rainmakers, such as exuding confidence and having a desire to bring in business, developing an expertise and building relationships within a subarea, and proactively pursuing professional growth.