

WOMEN  
OWNED  
LAW

**October 2019 Member Spotlight**



[Jessica Shpall Rosen](#)

**Partner**

[Greenwald Doherty LLP](#)

**Tell us about your firm or business including: history, specialization, and years in business**

We represent businesses in all aspects of employment law, from drafting to counseling to litigation. We pride ourselves on bringing business-centric solutions to our clients and strive to help clients avoid litigation through innovative fee arrangements. When litigation is necessary, we vigorously defend clients.

**What's an interesting fact about you or your firm that most people don't know?**

I ran a 10 kilometer race the day before my 8th birthday. Before allowing me to sign up for the race, my father told me I had to run around the block 3 times without stopping. I ran around one block and then sat down on the steps. He said I would have to skip the race. This ignited a fire in me. I ran the rest of the way, entered the race, and completed the full 10k a few weeks later.

**What's a favorite moment of your career so far?**

In my first year of practice, I successfully argued a motion for preliminary injunction in federal court on behalf of a pro bono client, securing a court order for an elevator key that enabled a high school student with a mobility issue to access her classes and activities.

**What challenge are you most proud of overcoming?**

Shortly after moving from California to New York, I built a thriving social network and employment law practice.

**Tell us about a recent professional accomplishment of yours?**

Making a dynamic presentation entitled "Lawyers as Employers" to a phenomenal group of WOL members and bringing in a new client as a result.

**Tell us about a recent personal accomplishment of yours?**

Running a 10k again, dozens of years later.

**What advice would you offer new business owners?**

Focus on the needs of the audience you are serving or seek to serve and then build their needs into your values system and infrastructure. For example, we are mindful that our clients are busy business owners who want us to present them with solutions, not describe a litany of problems. So our firm values are built around being solutions-oriented, which ensures that our team approaches our own challenges with that same mindset.

**How can you help other Women Owned Law members improve their businesses?**

In addition to providing phenomenal legal advice, I am a super connector, bringing people together. I take a holistic view of my clients and contacts, looking for ways to bring value by supporting their business and personal growth.

**How has Women Owned Law been of value to you and your career?**

WOL members are generous in a variety of ways, from giving referrals to making introductions to extending invitations to events. I always look forward to our monthly NYC lunch meetings because I meet interesting attorneys and share best practices, and there's a lot of camaraderie.

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**About Women Owned Law**

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business life-cycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law. For additional information about Women Owned Law visit [www.womenownedlaw.org](http://www.womenownedlaw.org)