

Feb 2021 | [Firm News](#)

Russell Yankwitt Featured in WCBJ Suite Talk

Managing Partner [Russell Yankwitt](#) was recently featured in the Westchester County Business Journal's Suite Talk series. In the article, Russell shares highlights of his career as a litigator at Skadden Arps and as an Assistant U.S. Attorney for the Southern District of New York. He talks about what led him to launch his own firm in Westchester County and trends in Westchester's legal landscape.

Of note in the article is Russell's explanation of why he expanded during the pandemic when so many law firms were laying off attorneys. Over the past nine months, Yankwitt LLP has hired partners [Ross Morrison](#) and [Daniel Alter](#), both former AUSAs, and Big Law attorney [Ben Fishman](#). "Even if you have a great team, if Mickey Mantle says, 'Hey, I'm willing to play on your team,' you've got to hire Mickey Mantle. When it comes to these three hires, each one is more fabulous than the next." Russell concludes the interview saying that his best marketing tools are winning cases and word-of-mouth advertising. The latter is critical for litigation because while clients often retain Yankwitt LLP to assist with a single dispute, they usually refer the firm to their friends and colleagues for their litigation needs as well.

To read the complete interview, visit the [Westchester County Business Journal](#) digital magazine or on the [Westfair Communications](#) website.