

Kelley Kronenberg Welcomes Mirelis Castilla and Paul M. May to its Fort Lauderdale Office



FORT LAUDERDALE, Fla. – As Kelley Kronenberg, a diverse business law firm, continues to strengthen its leadership, recruiting, human resources, and accounting efforts, the firm announced an expansion of its executive team with a new position focused on overseeing and developing long-term financial strategies. For this new position, the firm has hired veteran finance professional [Randy Moreau](#) to join the Financial Management team as Chief Accounting Officer. Moreau has nearly two decades of experience in a senior finance role in both private and public companies.

In his new role, Moreau will be responsible for accounting operations and financial reporting as he leads the firm's accounting, business finance, financial planning and analysis, and compliance efforts. Further, he will work strategically with firm leadership on the overall long-term financial planning and analysis of the firm, as it continues to grow in both the Florida and national legal markets.

"We are thrilled that Randy is joining our leadership team as our Chief Accounting Officer," said Heath S. Eskalyo, CFO and Principal Partner. "Randy's extensive experience working in law firm accounting and the broader financial industry, along with his exceptional leadership and management capabilities, make him an ideal fit for Kelley Kronenberg to support our firm's continued plans for expansion."

Kelley Kronenberg's leadership have invested significantly in additional resources to support the firm's continued expansion and its growing staff. Along with key acquisitions, like Moreau, the firm is also constructing a new headquarters, which was explicitly designed to better connect Kelley Kronenberg's people and clients and implement technology for practicing law in the modern era.

"I am very excited to join the Kelley Kronenberg team as the firm continues to grow and offer more value for our clients," Moreau said. "I look forward to partnering with the rest of the leadership team as we continue to expand and evolve."

Moreau's background includes both national and international business experience in finance, accounting, and general business matters. Before joining Kelley Kronenberg, he worked for one of the nation's leading consultancy boutiques providing financial leadership assistance to large businesses on the development and measurement of business operations, financial forecasting and the implementation of internal controls and best practices. Prior to that, he served as the Chief Financial Officer for another high-profile Florida law firm.

"Randy's acquisition is another building block in our firm's journey to stay ahead of the curve as an organization that is focused on strategy, innovation, and vital strategic initiatives that better serve our people and our clients," said Eskalyo. "His broad finance and accounting experience and deep understanding of our business requirements position him well for success at Kelley Kronenberg."

Moreau earned his Bachelor of Science degree in Accountancy from the University of North Dakota. He also received a Master of Business Administration (M.B.A) in International Business and a Master of Accountancy from the University of Miami. He is a Licensed Certified Public Accountant.

Moreau will work out of the firm's headquarters in Fort Lauderdale.

FORT LAUDERDALE, Fla. — Kelley Kronenberg, a diverse business law firm, is proud to announce that Partner [Louis Reinstein](#) has been elected to serve as a Board Member for the Department of Religion's Advisory Board at the University of Florida.

The University's Department of Religion is committed to wide-spread public engagement and education about religious diversity. The Advisory Board for the Department was established in the 1980s. Its goal is to promote the visibility and recognition of religious studies and raise awareness for the critical contribution that religious diversification provides to society. The Board also helps support the teaching and research activities of the faculty and students in the University of Florida's Department of Religion through advocacy and fundraising. The Department is affiliated with the College of Liberal Arts and Sciences.

Reinstein received his Bachelor of Arts degree from the University of Florida in 1996. "The Advisory Board – with members from the business, legal and religious communities, among others, is an indispensable resource for helping to support the department and its students. I'm honored to have the opportunity to work alongside this dynamic group of individuals," said Reinstein. "Many of us have different beliefs, and

varying backgrounds, but we all believe in the importance of religious studies and religious tolerance. I look forward to helping further this mission of the Board.”

Reinstein focuses his practice on Police Professional Litigation, Correctional Healthcare, Civil Rights Violations and Commercial Litigation. He is the current President of the Board of Directors for the B'nai B'rith Justice Unit #5207, and has served on several Boards of Directors for various South Florida secular agencies and religious affiliated organizations. Before entering law, he received a Master of Arts degree in Jewish Studies from Emory University and was a Teacher and Coach at the David Posnack Jewish Day School in Broward County, Florida.

At this time of year, our thoughts turn gratefully to those who have made our progress possible. It is in this spirit that we say thank you! Wishing you a joyous holiday season, and a New Year of health, happiness, and prosperity.

FORT LAUDERDALE, Fla. - Kelley Kronenberg, a diverse business law firm, announced that Partner [Maritza I. Gomez](#) has been appointed as a Commissioner of the Hispanic National Bar Association's (HNBA) Latina Commission by HNBA President Jennifer Salinas.

The HNBA is a not-for-profit, nonpartisan, national membership organization that plays an integral role in the monitoring and advancement of substantive legal issues that impact Hispanic legal professionals and the U.S. Latino population at the local, state, and federal levels.

The HNBA created the Latina Commission in 2008 to study, and remedy, the status of Latinas in the legal profession who suffer the lowest representation of any racial or ethnic group as compared to their overall presence in the nation. An exclusive group, the Latina Commission consists of just 20 in-house and private firm attorneys (in addition to the two Co-Chairs) that are selected by the HNBA President each year.

“This year’s team is strong,” said Gomez. “We have a good mix of attorneys from across the nation that each bring different experiences, concerns, and ideas on how we can push advancement in the industry. It’s an honor to have the opportunity to stand alongside my fellow legal professionals and work to make a difference and establish a stronger voice for the Hispanic legal community.”

Gomez has been involved with the HNBA for many years, previously serving as one of HNBA’s Deputy General Counsel for Employment Law Matters and Co-Chair of the Labor and Employment Section.

In her legal practice, Gomez is a Partner in Kelley Kronenberg’s Fort Lauderdale office, concentrating her work on Employment and Labor Law. She has experience representing national and local corporations in all areas of labor and employment law in Florida and Puerto Rico. More specifically, Gomez handles matters involving Title VII, Equal Pay Act, Americans with Disabilities Act, Age Discrimination in Employment Act, Fair Labor Standards Act, Family and Medical Leave Act, Uniformed Services Employment and Reemployment Rights Act, Florida Civil Rights Act, Florida Minimum Wage Act, Florida Whistleblower Act and Puerto Rico employment laws.

At this time of year, our thoughts turn gratefully to all of our colleagues and friends. Happy Thanksgiving from all of us at Kelley Kronenberg. 🍂

35,000-square-foot office building in Broward to feature mock courtroom, roof-top terrace

FORT LAUDERDALE, Fla. - Kelley Kronenberg, a diverse business law firm, has started construction on a new state-of-the-art corporate headquarters to better serve its clients and accommodate recent growth. Attorneys, staff and invited guests will celebrate with a groundbreaking ceremony on Friday, November 2, 2018 at the site located at 10360 West State Road 84 in Davie, between Hiatus and Nob Hill Roads.

The law firm is working with Miller Construction to build the new 35,000-square-foot, two-story office building that will be able to house 150 employees comfortably.

Kelley Kronenberg has been enjoying steady growth for the last several years. Recently, the current headquarters, which the firm leases nearby, has become too small to accommodate employees comfortably. The new office building is expected to be ready for move-in by July of 2019.

“This event marks a tremendous milestone in the expansion of Kelley Kronenberg’s business operations and collaborative culture as we continue to develop our broad range of practice areas and business clientele,” said [Heath Eskalyo](#), CFO and principal partner who spearheaded the project for Kelley Kronenberg.

Eskalyo continued: “We are building something from the ground up that will allow us to fully customize our work environment and implement technology for practicing law in the modern era. Our new and unique space will allow us to better connect our people and our clients, and promote personal dialogue between them. We are setting up open areas that encourage the creative sharing of ideas and knowledge, all for the benefit of our clients.”

The new headquarters will have compelling features throughout including a mock courtroom on the first floor. The room will be equipped with cameras and monitors that will enable clients to participate in trial preparation remotely if they are not available to visit in person.

The facility will also feature private office suites, as well as collaborative workstations, in a space with distinctive architecture and progressive design elements. The lobby will boast an architectural staircase that leads to a glass-panel balcony. Plans also call for two large conference areas that can transform into one great room for events, significant co-working common spaces, smaller “huddle” rooms where attorneys can gather for informal brainstorming sessions in a relaxed atmosphere and a dedicated education center for employee training.

The firm will add an employee café with flat-screen TVs and modern, casual seating. Solar tubes, an innovative and effective way to help spread natural light throughout the building, will be installed to increase employees’ senses of well-being, productivity, and positivity.

Taking advantage of the Florida climate, the building will feature a rooftop terrace that incorporates abundant landscaping with native trees and flowers, a canopy-covered kitchen and bathrooms. The rooftop will provide an open-air venue for Kelley Kronenberg employees to gather, eat and conduct meetings, as well host client and firm events.

"We're excited to bring our firm values of hard work, innovation, teamwork and client-first thinking to this office environment," said Eskalyo, "It's a great alternative to traditional law office space."

Cabrera Ramos Architects of Doral designed the new headquarters. Alvarez Studios in Miami designed the interiors. The general contractor is Miller Construction based in Fort Lauderdale. Michael and Tyler Harrison of Equistone Partners served as development advisors, and Sun Trust provided the construction loan.

Business law firm takes home three first place Your Honor Awards

FORT LAUDERDALE, Fla. – Kelley Kronenberg is pleased to announce that the Legal Marketing Association, Southeast Region (LMASE) has recognized the firm with three 2018 Your Honor Awards, the industry's most prestigious award for successful marketing initiatives. The business law firm was honored for its groundbreaking video recruiting campaign, accompanying careers microsite and an employee-focused internal marketing initiative. The Your Honor Awards is an annual international award program that recognizes excellence in legal marketing by promoting projects and programs that showcase innovation, creative strategy and return on marketing dollar investment. "Our team designed these initiatives to communicate the firm's values, showcase the human side of the diverse and talented people who work here, and position Kelley Kronenberg at the forefront of enticing top industry talent," said [Thomas Choberka](#), Kelley Kronenberg's Chief Marketing and Business Development Officer. "These marketing projects are cutting-edge in the legal industry and have helped meet our goals of highlighting company culture and increased business productivity. We are proud that Kelley Kronenberg is viewed as an innovator in the industry. It is gratifying to see our work recognized in such a big way, and it is an honor we are all proud to share."

Communications – Content Marketing: Conversations That Matter

The firm earned first place recognition in the Communications- Content Marketing category for its [Conversations That Matter](#) video recruiting campaign. The Communication – Content Marketing category evaluates the planning and execution of campaigns that involve the creation of content around a specific topic and includes projects that capture the innovative use of rich media, photos, videos, and podcasts. Conversations That Matter is a crucial element of the firm's overall recruiting strategy and is designed to let potential recruits personally investigate the firm culture and the caliber of its people. The Conversations That Matter campaign is a creatively styled production that features compelling conversations with Kelley Kronenberg attorneys about their motivations, triumphs, goals, and fears. The video series aims to authentically and uniquely connect with potential employee candidates and create meaningful impressions.

Technology Management – Website Design and Development (Projects totaling up to \$85,000): Kelley Kronenberg's Career Microsite

Kelley Kronenberg was recognized for its careers microsite in the Technology Management category that gives recognition for the design and development of firm websites, microsites, and blogs that further firm marketing and business development objectives. The winning Conversations that Matter video campaign and recruitment effort included building a niche careers microsite to anchor all of the pieces of the firm's recruiting strategy, showcase its new recruiting videos, and raise brand awareness. Ultimately, the objective was to build a dynamic and persuasive microsite to interest and impress candidates, so they were better able to gauge the firm's culture and decide, "Is Kelley Kronenberg for me?" The firm earned first place for the microsite's seamless fusion of style, design, substance, and functionality.

Marketing Management & Leadership – Internal Marketing: LINK – Kelley Kronenberg Intranet

Kelley Kronenberg won first place for the systematic and seamlessly executed launch of LINK, the firm's new intranet. The LINK launch strategy earned top honors in the Marketing Management and Leadership category which evaluates internal marketing initiatives designed to foster collaboration and drive overall business objectives. As the firm has continued to grow and diversify, Kelley Kronenberg sought to properly connect its nine offices and more than 250 personnel, easily share information, and build a stronger sense of community. LINK's successful implementation is attributed to its engaging and creative teaser poster campaign that shared little-known, exciting tidbits about current employees that centered on "there is a lot you don't know about your coworkers," a custom virtual scavenger hunt and user tutorial featuring the teaser posters and its overall thoughtful approach to branding LINK within Kelley Kronenberg. The firm has been honored with 16 Your Honor Awards, 13 of which are first place recognition. These awards span a wide range of categories including Brand Identity, Events, Community Relations, Technology Management, Website Rebrand/Overhaul, Social Media and Engagement, and three consecutive first-place wins for Practice Development. The Legal Marketing Association's Southeastern Chapter, established in 1985, is one of the largest chapters within the international organization of LMA.



FORT LAUDERDALE, Fla. — Kelley Kronenberg, a diverse business law firm, announced that [Gary L. Brown](#) has rejoined the firm's Fort Lauderdale office as a Partner and Head of the firm's construction practice. Brown is Board Certified by The Florida Bar in Construction Law and focuses his practice on complex commercial and general business litigation.

Brown handled commercial and construction litigation for Kelley Kronenberg (from 2003 to 2008), and just prior to rejoining the firm, he previously worked with Saul Ewing Arnstein & Lehr LLP as a Partner and member of their national construction practice group.

As an expert in the construction legal community, Brown has vast experience handling construction matters in the state and federal trial and appellate courts throughout Florida. He is well versed in construction and design contract drafting and negotiation, dispute resolution, Florida's construction lien law, payment and performance bond claims, construction and design defect claims, delay, inefficiency and acceleration claims, and insurance/coverage disputes. Additionally, he represents municipalities and local governments in all aspects of public work projects including procurement documents, bid protests, and construction and design agreements.

Brown frequently publishes material on construction industry issues, including authoring the first edition of a book with the Daily Business Review (an ALM Media company) titled *Florida Construction Defect Litigation* in 2015, which is updated annually. He also regularly conducts seminars on the legal aspects of construction-related matters.

Among his legal accolades, Brown has been included in Florida *Super Lawyers Magazine* in the Construction Litigation category since 2010. He has also been recognized as a Top Lawyer in the *South Florida Legal Guide* each year since 2012, and was named to the *South Florida Legal Guide's* Top Up & Comers list in 2011.

Brown is actively involved with The Florida Bar as a member of the Real Property Probate and Trust Law Section's Construction Law Committee. He has previously served on the Publications Subcommittee, Legislative Affairs Subcommittee, and as Chair of the Jury Instructions Subcommittee. Additionally, he is a prior member of the Broward County Bar Association's Construction Law Committee, the Construction Association of South Florida's (CASF) Governmental Affairs Committee, and the Engineering Contractors Association (ECA).

Brown is a dual graduate of Nova Southeastern University, having received both his Bachelor of Science and law degrees from the University. He is admitted to practice law in state courts of Florida, the United States District Court for the Southern and Middle Districts of Florida, and the United States Court of Appeals for the Eleventh Circuit.

"Conversations that Matter" captures the human side of practicing law at the corporate law firm

FORT LAUDERDALE, Fla. – It is not too often you will hear attorneys publicly discuss their feelings on love or their dedication to their marriages and children, but that is the approach Kelley Kronenberg is taking to distinguish itself in a very competitive legal recruiting market.

The business law firm has split from traditional recruitment marketing strategies by producing a series of documentary-style videos called "Conversations That Matter," which features a core group of partners sharing their personal feelings on just about every topic, but the practice of law. The video series won first place at the "Your Honor Awards" presented by the Legal Marketing Association Southeast (LMASE) Region, one of the most extensive sections in the Legal Marketing Association community. The LMASE Your Honor Awards recognize outstanding initiatives and projects that set a new bar for legal marketing.

"We wanted to do something different to showcase our firm's culture and personality," said [Thomas Choberka](#), Kelley Kronenberg's Chief Marketing and Business Development Officer. "The goal was to capture the soul of our firm – our people – in a way that could connect with prospective attorneys on an emotional level."

The 19-installment, creatively styled video series features each attorney dressed in black, sitting comfortably in a modern white chair and framed by a dark background. Under soft lights, they talk intimately and unscripted on personal subjects of vital importance to them, sharing life experiences and core values that have helped shape them as people first and as lawyers second. The series stars several firm attorneys sharing their motivations, triumphs, goals, and fears and delves into topics such as work-life-balance, the legacy of love, teamwork, mentoring and leadership.

"Any law firm can tout their reputation, expertise, size, or services, but we lead with our people—our people make the difference here," said [Michael Fichtel](#), CEO and Principal Partner of Kelley Kronenberg. "Through the open and thoughtful discussions in the Conversations that Matter campaign, we focus on what is most important to the people who are most important to us."

"We all have a story," said Choberka. "Each video is just a snapshot that reminds us we all have a human side that others can relate to and

understand. As our Kelley Kronenberg family continues to grow, we want legal professionals at all levels, from attorney to partner, and prospective clients to get a sense of who we are as a firm. We want them to be proud to join the firm and be on our team."

Kelley Kronenberg is hosting the Conversations That Matter series on the career page of the firm's website www.kelleykronenberg.com/careers.

FORT LAUDERDALE, Fla. — Kelley Kronenberg, a diverse business law firm, announced that [Mirelis Castilla](#) has joined the firm's Fort Lauderdale office as a Partner and [Paul M. May](#) has joined as an attorney.



Castilla focuses her practice on all aspects of liability and casualty defense, representing a variety of clients in general liability matters including wrongful death, transportation liability, premises liability, automobile negligence, construction defect litigation, and insurance defense.

Before joining Kelley Kronenberg, Castilla gained a decade of experience defending and litigating personal injury claims and coverage disputes for various insurance companies. Her experience also includes serving as In-House Counsel for a national insurance company.

Castilla is a member of The Florida Bar and the Miami Lakes Bar Association. Active in her community, she has served on the Women's Leadership Counsel for the former Switchboard of Miami, a private nonprofit organization that ran hotlines that focused on suicide prevention and mental-health counseling. She has also volunteered with Dade Legal Aid's *Put Something Back* project, the official program for providing pro bono or free legal assistance to the needy population of Miami-Dade County.

Castilla earned a Bachelor of Arts degree, magna cum laude, from Florida International University and a Juris Doctor degree from St. Thomas University School of Law. She is admitted to practice law in Florida and is fluent in Spanish.



May assists in handling matters related to First Party Insurance Defense Litigation.

Before joining the firm, May worked as an Associate Attorney in a civil defense litigation firm in Fort Lauderdale where he primarily handled First and Third Party insurance defense matters.

May earned his Bachelor of Arts degree in History and Political Science from the University of Alabama. He went on to earn his Juris Doctor degree from Stetson University College of Law. During law school, he served as a Legal Aid for the Community Law Program and Metropolitan Ministries, two nonprofit organizations in the Tampa area. Additionally, he served as a Summer Intern at the Southern District of Florida United States Bankruptcy Court.

May is admitted to practice law in Florida.