

# Profile

## ‘We’re going to keep growing.’

**Greg Siskind**  
Founder partner, Siskind Susser

BY ROB ROBERTSON

When Greg Siskind started practicing law more than a decade ago, he wasn't sure what he wanted to do with his legal career, and the most significant thing he knew about computers was that he couldn't afford one.

**Greg Siskind**  
Founding partner of Siskind Susser, one of the largest immigration law firms in the country

**Age:** 37

**Hometown:** Miami

**Education:** Undergrad at Vanderbilt; law degree from the University of Chicago

**Family:** Married with three daughters

**Hobbies:** Collecting rare newspapers and genealogy

Today, Siskind runs one of the largest immigration law firms in the country, Siskind Susser, and is considered a pioneer in the use of the Internet in the legal profession.

It's quite a leap, but not entirely surprising.

Siskind grew up in Miami, where immigrants and the issues of immigration were much more a part of the

local culture than in Tennessee. It helped that his father ran an advertising agency there that specialized in travel industry clients.

"I had the opportunity to travel around the world when I was a kid and just grew up in that kind of

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environment," he says.

He started practicing in 1990 at the prestigious Waller Lansden law firm in Nashville, where he was assigned his first immigration case shortly after starting at the firm.

He soon realized that he really enjoyed the immigration cases, but the firm didn't need the business. Waller Lansden was already a very successful corporate firm that had plenty of work for him to do in other areas. The immigration cases did not fit into the large firm's priorities, and it



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was not long before Siskind began thinking of starting his own practice.

At the time, Siskind did not own a computer and admits he was not particularly computer-savvy.

"I wasn't afraid of computers, but when I was in law school I just didn't have the money to afford one," he says. "They were much more expensive then and I didn't see the need."

Siskind eventually bought his first computer in 1992 and soon began using the Internet for e-mails and

newsgroups on immigration law. After participating in some online question-and-answer forums and posting some articles about the subject, he started to get inquiries about his services.

"Once I started generating a little business that way, I really began thinking about how the Internet could be useful in a law practice," he says.

That proved to be the final motivation he needed.

Siskind left Waller Lansden that

same year and secured office space for his own practice — one floor down from a college friend who just happened to be starting up one of the first Internet companies in the South.

The two quickly struck a deal, and Siskind's first Web site was launched in the summer of 1994.

"Greg is quite the salesman," says Lynn Susser, who has been Siskind's partner at the practice since its inception that year. "I was planning on being a labor lawyer and he convinced me that immigration would be more fun. He was right."

In addition to practicing, Susser runs the business and administrative side of the firm.

"Greg said he could handle the marketing if I ran the practice," Susser recalls. "It's a good partnership that plays to both our strengths. He's the rainmaker — he goes out and brings the business in."

In the mid-1990s, his practice was the only one of its kind on the World Wide Web, and was averaging about 50,000 hits a month when the majority of the country was just being introduced to the Internet.

Today, with thousands of immigration law practices online and near universal use of the Internet across the country and the world, Siskind Susser's award-winning site is averaging about 3 million hits a month.

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Siskind estimates that the firm derives about 75% of its business from the Internet in some form or another.

The practice that began with only Siskind now has a staff of 25 in Memphis and more than a dozen in other U.S. markets, as well as affiliations with other firms around the world.

"We're going to keep growing," Siskind says.

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