

SUCCESS STORY

Baker McKenzie



“In the legal space, talent is the most coveted asset. So, when Baker McKenzie made the decision to locate our North American Center in Tampa Bay, it was predicated on the accessibility of diverse & skilled talent across a multitude of business and legal disciplines. The Tampa Center provides all aspects of business support for Baker McKenzie’s 77 offices around the world, and we are benefiting from the fact that Tampa Bay is attracting highly competent professionals from large cities, both domestic and international, at an unprecedented rate.”

- JAMIE LAWLESS, EXECUTIVE DIRECTOR, BAKER MCKENZIE TAMPA CENTER

PROJECT CRITERIA

Leading global law firm Baker McKenzie was evaluating locations for a third Global Center of Excellence. Tampa was competing with San Antonio, Texas for what would be the firm's first Center in North America to support several thousand partners and attorneys throughout offices in the U.S., Asia Pacific, Europe and Middle East. The project would bring 300 new high-skilled jobs to fulfill a variety of functions including finance, legal professions, business development, marketing, communications, human resources, information technology, operations, and administrative support. The company needed 30,000 square feet with options to grow.

GOAL OF THE PROJECT

Executives were looking for access to rich and diversified talent, a supportive business community, and a place where they could have an impact on the community's future success. Tampa checked all those boxes, plus it had built a solid reputation as a hub for similar centers operated by Fortune 1000 companies.

TAMPA BAY SOLUTION

The EDC hosted several site visits with company executives and consultants to provide a community overview and to hear from local business leaders about living and working in Tampa Bay. During these visits, the EDC also made meaningful connections to government officials, business leaders and educational institutions so that Baker McKenzie could start building important relationships from the beginning.

Working closely with partners at Hillsborough County, the City of Tampa, Enterprise Florida and the Florida Department of Economic Opportunity, the EDC helped the company secure state and local incentives while addressing needs for recruitment potential, community involvement, and quality of life for employees.

While Tampa Bay's fast growing financial and professional services industry and exceptional pool of talent were important factors in Baker McKenzie's decision, the hospitality and warm welcome they received from local business and government leaders ultimately helped close the deal.

In October 2018, Baker McKenzie announced Tampa as the location of its first North American Strategic Center of Excellence, and they moved into their permanent office space in downtown Tampa in September 2019.

For more information about how the Tampa Bay EDC can assist your business, please contact Steve Morey, Senior Vice President of Business Development, at smorey@tampabaycdc.com or 813-518-2630.

