



JEFF GROSSMAN

CEO, Oxford Strategic Legal Advisors

CONTACT INFO

Jeff.grossman@oxfordsla.com

www.linkedin.com/in/jeffgrossman/

TRUSTED STRATEGIC ADVISOR TO LAW FIRMS & BANKING INNOVATOR FOR LEGAL INDUSTRY

DEEP LEGAL INDUSTRY EXPERTISE

Jeff knows the AmLaw 200 inside and out. With decades of firsthand knowledge regarding major law firms and boutique practices, he's built a career on understanding business models, growth strategies, and operational pain points. His insight isn't only academic—it's earned through decades of direct advice and measurable impact. Jeff is best known for creating the Wells Fargo Comparative Analytic Tool (CAT). He was also instrumental in developing the Citi Law Firm Survey. Both benchmark resources are recognized across the legal industry for their depth, accuracy and insights, enabling Jeff to play a pivotal role advising the legal profession.

ROOTS IN CORPORATE BANKING & FINANCE

Over his 30+ year banking career, Jeff held leadership roles across nearly every aspect of corporate and commercial banking. At Wells Fargo Private Bank, he oversaw all commercial lending and co-founded the Legal Specialty Group, a groundbreaking unit dedicated to law firm strategy, benchmarking, and financing. This group became a go-to resource for financial intelligence across the Am Law 100 and 200. He also built the Specialty Finance Group to serve ultra-high net worth individuals—introducing tailored solutions spanning seed capital, real estate, art lending, and ESOP monetization, etc. and expanding more specialized lending programs. Early in his career Jeff held positions at several major banks, where he honed his skills in corporate finance, structured finance, and investment banking.

SUCCESSFUL BUSINESS CREATOR

Jeff's experience reflects a consistent ability to create and scale high-performing businesses. Both businesses he founded—the Legal Specialty Group and the Specialty Finance Group—became market leaders. Earlier in his career, Jeff played a foundational role in developing structured finance capabilities at several global banks. Jeff's entrepreneurial mindset has been consistent throughout his career and enhances his advisory work for OSLA clients looking to spearhead new business initiatives.

STRATEGIC GROWTH CONSULTANT

As Head of Advisory at Wells Fargo Legal Specialty Group, Jeff guided law firm leaders through growth planning, M&A strategy,



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and operational redesigns—playing a key role in many of the legal industry’s major consolidations over the last decade. Significantly, the combined Oxford SLA team has advised on 30+ law firm combinations.

TRUSTED LAW FIRM CONFIDANT

Jeff is trusted by law firm chairs, managing partners, and c-suite leaders across all aspects of professional services. His strength lies in combining institutional banking expertise with intimate legal market knowledge—making him not just a banker, but a strategic sounding board at the highest levels.