

# 2011 LAW FIRM

## RAINMAKERS

BY PATRICK FOLLIARD

IN THE FOLLOWING PAGES, THIS YEAR'S ESPECIALLY DIVERSE SWATH OF 16 PARTNERS AND PRINCIPALS FROM ACROSS THE COUNTRY SHARE THEIR TAKE ON WHAT MAKES A RAINMAKER. THERE IS NO FOOL-PROOF BLUEPRINT TO GENERATING BEAUCOUP BUSINESS, ONE ATTORNEY ATTESTS. IT DEPENDS ON PERSONALITY AND COMPETENCY. WHATEVER THE APPROACH, HE ADDS, PERSISTENCE IS ESSENTIAL.

SELECTED FROM A POOL OF NOMINEES SUGGESTED BY LEADING FIRMS NATIONWIDE, EACH ATTORNEY MAINTAINS A BOOK OF BUSINESS OF \$2 MILLION OR MORE A YEAR. WHILE MOST INTERVIEWED HAVE NOTED THE CHANGING ECONOMY, ALL HAVE FOUND WAYS TO MAKE IT WORK. WHATEVER THE ATMOSPHERE, THEY AGREE: RAINMAKING REMAINS THE BEDROCK OF PRIVATE PRACTICE.





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Years Practicing: **18**  
Area of Practice: **Corporate**

## DINO BARAJAS

Dino Barajas splits his time between Los Angeles, New York, and Latin America, focusing his practice on domestic and international project development and finance, with particular emphasis on Latin American infrastructure projects, debt financings, and mergers and acquisitions. His clients include commercial lenders, institutional investors, investment funds, project sponsors, and public and private companies.

Compared to his early days in the profession, Barajas notes that generating business has become an increasingly bigger challenge. “Where there were once regional powerhouses, today’s multi-national firms have grown so large that they’re often in four or five markets around the world. Branding simultaneously in different regions is not easy. Also the pool of competitors has gotten larger—that raised the bar. No one can rest on his or her laurels. You have to be there pressing the flesh, meeting new people. Marketing is a 24/7 thing—it’s really just nonstop.

“But pitches are like planting seeds. Reaching out to clients rarely produces fruit immediately. You may have to wait four or five years before an opportunity develops and then client service is everything,” he says. “An attorney becomes known over time. It’s not about immediate gratification.”

Does he ever weary from the grind? Never! Not for an instant. For an inner city kid whose mother labored in the canneries and agricultural fields of California, says Barajas, his career is like a Cinderella story. And as a Mexican American he is delighted that his language and cultural skills are assets—something he only fully understood after practicing for several years. And despite his continued success, Barajas adds, “I’m hungry for more. I’m always asking myself: Who is my next client? Where can I improve? What is waiting for me tomorrow?”

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