

Brian J. Carrozza*

Associate Director of Strategic Growth

bcarrozza@goulstonstorrs.com

Boston: +1 617 574 3590



As Associate Director of Strategic Growth, Brian Carrozza* focuses on business growth and practice management, serving as strategic advisor to Goulston & Storrs' Real Estate Group, including by acting as "chief of staff" to the group's co-leaders. He also works with industry groups, emergent service areas, and individual attorneys. Deploying innovative, pragmatic solutions through an analytical, business-oriented, collaborative approach, Brian is responsible for creating dynamic business plans, shifting mindsets, and motivating action. He helps align the substance and cadence of strategic planning initiatives with the evolving realities of the marketplace, better positioning the firm to capitalize on areas of emerging opportunity that are often complex, fragmented, fast-moving, and fluid.

Brian helps Goulston & Storrs build new sources of sustainable competitive advantage by: shaping client-centric growth strategies; driving the pursuit of new business opportunities and partnerships; sensing and interpreting market shifts by recognizing signals and filtering out noise; designing and managing dynamic strategic planning processes; enhancing visibility internally and externally; introducing, communicating, and sustaining value propositions that deliver on the firm's brand promise; and enabling a more nimble, proactive enterprise that matches the speed with which the market is moving by building flexibility and option value into core strategies.

Brian is certified as a Yellow Belt in Legal Lean Sigma and Project Management by the Legal Lean Sigma Institute and as a Master Coach by LawVision Group and the Legal Sales and Service Organization. He also successfully completed Loeb Leadership's Managing for Impact program. He is a notary public in the Commonwealth of Massachusetts.

**Brian Carrozza is not a practicing attorney.*

Affiliations

- Association of Foreign Investors in Real Estate (AFIRE)
- International Legal Technology Association (ILTA)
- LawVision Group Practice Group Professionals Roundtable
- Legal Marketing Association (LMA)

- Legal Sales and Service Organization (LSSO)
- NAIOP
- Practising Law Institute (PLI)
- Q City
- Urban Land Institute (ULI)

Education

- New York University (B.S., *summa cum laude*, 2009)

Publications

December 10, 2021

Just Don't Call It A Warehouse: Repurposing Unused Retail Spaces To Support E-Commerce

Bisnow

October 25, 2021

Q&A with Goulston & Storrs Attorneys Cecilia Gordon and John Ratino on "Reimagining Real Estate"

CityBiz

June 8, 2021

Q&A with Goulston & Storrs Attorneys Jean Bowe and Brian Cohen on "Reimagining Real Estate"

CityBiz

April 19, 2021

Q&A with Goulston & Storrs Attorneys Darren Baird and Martha Frahm on "Reimagining Real Estate"

CityBiz

March 1, 2021

Q&A with Goulston & Storrs Attorneys Zev Gewurz and Elizabeth Lintz on "Reimagining Real Estate"

CityBiz

Blog Posts: Retail Law Advisor

This blog keeps you connected to timely developments and emerging issues in retail law and covers a wide range of topics related to the retail, restaurant and consumer industry. We invite you to learn more about Goulston & Storrs and our Retail, Restaurant & Consumer Group.

August 25, 2021

New York City Vaccine Mandate for Certain Indoor Activities

In early August 2021, New York City Mayor Bill de Blasio announced the Key to NYC , which requires patrons of indoor dining, indoor fitness and indoor entertainment to provide proof of COVID-19 vaccination. Employees at such establishments must also...