

# ATTORNEY AT LAW

MAGAZINE

## Tenzer PLLC Celebrates Five-Year Anniversary



In June 2011, Ari M. Tenzer founded the firm in hopes of pairing his experience at large, international law firms with the sophistication, personal attention and service of a boutique practice. Since opening, Tenzer PLLC has evolved from focusing on transactional work into a full-service law firm with seven attorneys in a state-of-the-art office space in the heart of Miami's Brickell neighborhood.

Prior to founding the firm, Tenzer was an attorney at the international law firm of White & Case LLP. He worked within the firm's corporate and real estate practice groups in Miami, Mexico City and São Paulo. Tenzer's experience also includes working as a

foreign attorney at Baker & McKenzie in São Paulo.

"The decision to leave a renowned law firm with a large global footprint and start my own firm in the middle of a recession was viewed by many as a big risk," said Tenzer. "But I saw an opportunity to take what I learned and augment it by providing flexible, hands-on service that is highly customized for each client while developing long-term, meaningful relationships. Our clients know we take the time to understand their business and the industry in which they operate, while providing them with service and advice that is first-rate and value that's hard to find at large firms."

The firm regularly serves clients around the world in multiple languages. Tenzer himself speaks five languages and most attorneys at the firm speak at least two languages. Additionally, several members of the firm's team of lawyers are not only admitted in multiple U.S. states, but also foreign countries, adding to the firm's international perspective and expertise.

Tenzer PLLC's transactional attorneys are often brought in to negotiate complex hospitality agreements throughout the world.

Recent deals completed for hospitality clients include a hotel license and casino management agreement for a Hard Rock Hotel & Casino to be located in Santo Domingo,

Dominican Republic, a hotel management and restaurant agreement for a Nobu Hotel in Los Cabos, Mexico and an agreement for the world's largest Nobu restaurant and bar within the iconic Eden Roc Hotel in Miami. The firm's attorneys also negotiated a hotel and casino management agreement with a first-class hotel brand in Ciudad del Este, Paraguay and a hotel management agreement with a large international hotel company in Budapest, Hungary. They are in the midst of finalizing similar agreements for hotel projects in Brazil and Jamaica.

The evolution of Tenzer PLLC took a major step last year, when the firm's litigation/arbitration practice group was formed in conjunction with the arrival of member, Laura M. Reich.

Before joining the firm, Reich practiced for nearly a decade in the disputes department of White & Case LLP. She represented foreign and domestic companies and individual clients on a wide variety of issues, including breach of contract, breach of fiduciary duties and violations of consumer protection statutes, in both litigation and arbitration.

"It has been incredibly rewarding to be part of such a dynamic team at Tenzer PLLC," said Reich. "Our transactional and litigation attorneys work closely together to help clients both avoid litigation whenever possible and respond efficiently and effectively when disputes do arise."

To accommodate the firm's growth, Tenzer PLLC has expanded its office space from 1,800 square feet to more than 5,000 square feet and recently completed renovations. Spaces were upgraded, technological applications were expanded and the conference area doubled in size.