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Phone: +1 646 783 7100 | Fax: +1 646 783 7161 | customerservice@law360.com

Tel Aviv-Based Alt Legal Service Names Head Of Global Ops

By **Andrea Keckley**

Law360 (June 21, 2023, 1:53 PM EDT) -- Tel Aviv-based alternative legal service provider LawFlex announced Tuesday that it has hired the former head of Israeli law firm Tadmor Levy & Co.'s cross-border commercial practice to become its head of global operations.

Tamar Krongrad comes to LawFlex armed with more than three decades of legal experience. During her time with Tadmor Levy & Co., her practice predominantly focused on corporate, technology and commercial law, according to the company.

"After 30 years as a partner in a large law firm, I know what law firms are all about; I know what the practice of law is all about," Krongrad told Law360 Pulse on Wednesday. "I understand the pain points and the challenges, so I can identify them when they arise with our clients and work to address them."



Tamar Krongrad

Krongrad earned her law degree from Boston University.

"We are pleased to welcome Tamar to our team," LawFlex CEO and co-founder Jackie Donner said in a statement. "She is going to be a great asset, especially with the upcoming expansion of our presence in the United States. "

LawFlex was founded in 2015. The company **matches** contract attorneys with in-house counsel in need of outsourced legal work. According to its website, the lawyers LawFlex works with span 24 jurisdictions.

"It is clear that the practice of law is undergoing massive transformation, and the name of the game is flexibility," Krongrad said. "Clients want to work with law firms that know how to use the tools of New Law, and in-house counsel are looking for the support we can provide them as well. It is exciting to be part of this transformation, and to provide solutions that are so greatly needed."

Krongrad is the most recent attorney to join the company's leadership ranks this year. In February, LawFlex announced that it has hired the former chief technology officer of online marketplace Fiverr, **Gil Sheinfeld**, as a technological adviser. Sheinfeld is also based in Israel.

The following month, LawFlex announced the hire of Copenhagen-based attorney **Lawrence Landman** to head up a department focused on antitrust.

"With the quality of Lawflex legal talent, and the amazing team, I have no doubt that Lawflex can become a 'go to' resource and a recognized name amongst lawyers worldwide," Krongrad said. "I intend to play a role in getting us there."

--Additional reporting by Matt Perez. Editing by Nicole Bleier.