

Coming to us from our nation's capital and host city of the upcoming 2022 NALSC Fall Symposium is Cheryl Brown, co-founder and Principal of The Loch Group. One of our most recent additions to the NALSC Board of Directors, Cheryl is a 16-year veteran of the legal recruiting business and NALSC member since 2015.

Cheryl's origin story takes us up the road a few miles to Baltimore, developing a love of reading at an early age (and regards *Are You There God, It's Me Margaret* by Judy Blume as her most memorable childhood read). Oddly enough, Cheryl would also appear several times on a Saturday morning children's program for Baltimore's ABC affiliate WJZ-TV (FUN FACT: another rising star employed by WJZ around this time was a young Oprah Winfrey, who's career would take off shortly after leaving Baltimore for Chicago).

A self-described "news junkie" who developed an affinity for writing in her teen years, Cheryl opted to study journalism at Towson University. One of her most memorable and insightful assignments while there was drafting her own obituary, which gave her the chance to write about her endeavors and how she wanted people to remember her. Cheryl's obituary included building a home for the underprivileged and marrying a particular Grammy Award-winning singer who has since passed (AUTHOR'S NOTE: I guessed correctly on my first attempt!).

Upon graduation, Cheryl worked for several years as a legal advocate at a battered women's program. Part of her responsibilities included attending court with victims of domestic violence to help women exercise their legal rights. She also provided community education to schools and universities, law enforcement, civic organizations, and others on the prevention of domestic violence. Cheryl learned first-hand the obstacles women faced inside and outside the justice system and ultimately decided to attend law school to have a larger impact in advocating for women's rights and gender equality.

After moving to Atlanta to attend law school and later practice law there for three years, Cheryl would make her way to Houston. There, she worked as Vice President of Operations for a labor and employment consulting firm, providing EEO compliance services, training, and employee relations consulting to various companies across the country. Cheryl enjoyed working with companies to help prevent and resolve employee complaints and workplace issues but found it equally disappointing when her efforts didn't seem to effect positive change for some employees and employers.

After serving six years in this role and performing some in-depth due diligence on our industry, Cheryl transitioned into legal recruiting and viewed it as the culmination of practicing law, supporting friends professionally, cultivating fruitful relationships, and being entrepreneurial. For the next eight years, Cheryl developed her recruiting skills in Houston on behalf of several national recruiting firms before returning to the Baltimore-Washington, DC area to help open the Washington office of a Texas-based recruiting firm. There, Cheryl worked closely with fellow recruiter and NALSC member, Logan Shacklett. In early 2022, the two launched The Loch Group with offices in their respective home bases of Washington and Houston (ANOTHER FUN FACT: the word "Loch" is what's known as a portmanteau, derived from the

Member Profile: Cheryl A. Brown, Esq.

Co-Founder & Principal
The Loch Group

By Raphael Franze



P: (202) 999-0003
E: cbrown@lochsearch.com
W: www.lochsearch.com

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first two letters of each of their first names).

Throughout her career, Cheryl has appreciated the variety of experiences that legal recruiting has afforded her – each day is different and allows her to constantly learn, improve, and evolve. That said, some of those days can be unpredictable and have presented Cheryl with her share of disappointments – for these, she remains resilient and takes the time to journal about her experiences over a glass of wine before redirecting her attention to the next search project.

As for advice that has guided her throughout her time in the industry, Cheryl cites the importance of learning and mastering the basics of legal recruiting and how it would serve her well regardless of the state of the economy or downturns in the legal market; such advice served her particularly well through the truly unpredictable times of the Covid-19 pandemic, allowing her to not only survive but also thrive. If given the opportunity to do something differently during her career, Cheryl would more quickly identify colleagues and mentors in the industry who are willing to share ideas and best practices, offer support, honesty and inspiration, and challenge her to be her very best.

When not recruiting, Cheryl especially enjoys throwing fun and fabulous dinner parties where she can bring together old friends and new friends with diverse backgrounds and experiences into a fun, friendly, and comfortable setting with not only great food, wine, and cocktails but with live en-

tainment as well. A foodie to her core, Cheryl also enjoys visiting restaurants across a wide cultural and culinary landscape both locally and while traveling (FAVORITE RESTAURANT MEAL: anything good with crab in it). She especially enjoys sharing these experiences with her best friend – her mother – with whom she also is working on a cookbook primarily based on her mother’s recipes and experiences catering receptions, parties, and other events.

Like most of us, Cheryl enjoys her down time at home listening to good music (especially house music and contemporary and French jazz) and watching television (*Last Week Tonight with John Oliver* and *Seinfeld* are among her favorite shows). She is also a fan of NPR’s long-running comedy podcast *Wait, Wait... Don’t Tell Me!* Still an avid reader, Cheryl considers *A Room of One’s Own* by Virginia Wolff to be the most impactful book she has read as it has strongly influenced her support in achieving equity for all people and her aspirations to be an inspiration to women, people of color, and the disenfranchised.

Great getting to know you better, Cheryl – look forward to some good DC restaurant recommendations when we come for the Symposium!

ABOUT THE AUTHOR:

Raphael Franze, Esq. is the founder of LegalSummit Search Consultants, and a NALSC Board Member as well as a NALSC Newsletter Committee member.

P: (404) 242-5702

E: rfranze@legalsummit.net

W: www.legalsummit.net

