

Bertha L. Burruezo:

Seeing this concept, which was just an idea, turn into a real life product or a service, and it works, that's the greatest joy that I have. I've always been the type to want to be someone's voice for a wrong that has been committed against them. I just naturally had that skill where I could be the loudest person in the room. I could make the good arguments. I naturally drifted towards becoming a lawyer. I started out in the insurance defense industry and realized, soon after that, that was not the area that I wanted to spend the rest of my practice in.

Bertha L. Burruezo:

The particular law firm that I ended up transferring to had an education practice. They did more of the employment area, so they started giving me cases and I loved it the minute I started. Because I am someone who likes to be other people's voices, litigation seemed like a natural fit. But as I did it, and the longer I did it, I realized that the other side of litigation is you're constantly arguing. You're arguing with opposing counsel, you're in court arguing, and that could be draining.

Bertha L. Burruezo:

After doing it for almost 17 years and seeing that sometimes litigation is not always the answers, I became more creative in terms of how I could help my clients. When I talk to clients about starting up their company, for example, and they come to me with an idea, with a vision of how they want their business to develop, I can tell them firsthand experience that if they take choice B versus the choice that I'm giving them, this is going to be the likely consequence. Going through the battles that I have and having all the scars and the wounds helps me share these war stories, if you will, with our clients and so it helps them.

Bertha L. Burruezo:

They say to themselves, "Okay. No, I don't want that to be the end result." In addition to being a lawyer, I'm also a business owner. I've had the bumps and bruises that any startup entrepreneur would have and I also have that business mindset that sometimes lawyers don't have when they don't have the experience of owning their own business. I just find that what we do, not only does it impact our clients, we also make a big difference for them in the long run because if we can help them with their career of their work, then other things start to fall into place for them. I find that very satisfying.