



Marks Paneth

HQ: New York City

Partners/employees: 86/585

No. of bills distributed electronically since the onset of the pandemic: 50,000

User choice and user empowerment are two major drivers of the tech-forward culture at Marks Paneth, and what informed the firm's rapid transition to a fully remote workforce in 2020. The firm already had many virtual capabilities in place, and still maintains a physical office, but the pandemic created the need to get all of its nearly 700 employees on the cloud quickly.

Despite the accelerated pace, the full migration was also very intentional, giving each firm member ownership over their chosen at-home devices and solutions, along with access to customized performance and time-and-expense reporting capabilities. Staff members also each have their own individualized dashboard to enable this workforce tracking, and a generous technology stipend to maintain their home office setups.

Marks Paneth's technology training and cybersecurity seminars are equally individualized, with the firm's technology team hosting more than 400 to date in a variety of time frames and formats to suit each participant, ranging from "latte and learns" to "cocktail show-and-tells." The firm also encourages learning and development efforts by identifying technology influencers within the firm to aid in initial adoption and rollout, and awarding employees gold, silver and bronze for their technology achievements.

Marks Paneth's 2020 transformation also benefited clients, who can use the firm's new electronic platforms and portals to submit tax and other documentation, along with a recently added online time, expense and billing application. The technology adoption curve for both staff and clients has been fast and furious, and a success by various measurements, though Marks Paneth's distribution of 50 customizable reports (and growing) to each employee might be the most indicative of its goal to empower each individual in helping the team succeed.