

Law360 Interviews Partner John E. Villafranco About Developing His Advertising Law Practice

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Partner [John Villafranco](#) was interviewed in the *Law360* article, "Rainmaker Q&A: Kelley Drye's John Villafranco." In the interview John reflects on how his practice as an advertising attorney has evolved and discusses his philosophy about business development. What motivated him to achieve early successes? Part fear and part insecurity. Advice for aspiring rainmakers? First, be nice. To everyone. Including adverse counsel. The interview includes tales of how John landed big clients and his strategies for remaining at the forefront of his field.

To read the full interview, please click on the link below.