



Navigating a New Landscape

I look forward to working with BTA & its members

by: Greg Goldberg, incoming BTA General Counsel

To say that I have big shoes to fill as I transition into the role of general counsel for the Business Technology Association (BTA) is probably an insult to shoes ... and feet. BTA members know that Bob Goldberg is a giant in the office technology industry — in fact, he has written in this space, without fail, for the last 46 years. So it should come as no surprise that I jumped at the chance to learn from him, and to take on this enormous honor and responsibility. Over this next transition year — and for many more to come — I look forward to getting to know BTA and its members, and to providing the same level of judgment, expertise and advocacy that Bob has delivered for nearly five decades.

My own legal experience is extensive. For nearly 20 years, my law practice has focused primarily on litigation matters. I have appeared in courtrooms across the United States, from Pennsylvania to Wyoming, and many places in between, including both federal and state courts, as well as private arbitrations and mediations. I have represented entities large and small, from top Fortune 500 companies, to small businesses, not-for-profit organizations and individuals. Broadly speaking, although litigation is an important tool for adjudicating legal controversies, I strongly believe in resolving claims fairly, equitably and efficiently whenever possible. Over the years, clients have consistently described me as thoughtful, strategic and reliable. I have a meticulous attention to detail and a deft hand at negotiation.

After spending the last 17 years based in Chicago, Illinois, I recently relocated to Los Angeles, California, where I am getting married this fall. In February, I passed the California bar examination and I recently joined a small law firm, Barta Tate, as a partner — soon to be rebranded as Barta Goldberg in the coming months.

Previously, I worked as litigation services counsel at the flagship office of Katten Muchin Rosenman LLP, a leading global law firm based in Chicago, providing key legal advice to other attorneys regarding all aspects of litigation and courtroom procedure. Prior to my time at Katten, I was a partner at Stamos & Trucco LLP, a medium-sized Chicago-based law firm, where our practice concentrated on commercial litigation and professional liability defense. Chances are, if you have a litigation-related question, I can answer it. I am currently licensed to practice law in California, Illinois and Missouri, and I will be seeking admission to practice in New York soon.

Growing up around Bob has not only helped me to prepare for a promising legal career, but it has also taught me invaluable



lessons about hard work, dedication and client service. Some of my early memories include tagging along to BTA (back then, the National Office Machine Dealers Association [NOMDA]) events, riding the roller coasters at Worlds of Fun and whitewater rafting down the Rogue River. I have seen firsthand as Bob has crisscrossed the country (and sometimes the world) in service of this great organization and its members. I have also seen how much Bob treasures the relationships he has forged through BTA, and how much he has expanded the general counsel function beyond strictly legal affairs. Though I can never truly replace him, I could not have asked for a better mentor or role model.

Looking ahead, I am thrilled to take on new legal challenges and opportunities for BTA and its members. Over the last three-and-a-half years, it is safe to say the traditional notion of the “office” has changed dramatically. For some, the differences are subtle. For others, going into “work” now means a desk in a spare room or a laptop on the sofa. These paradigm-shifting changes have brought about both intended and unintended consequences that will shape the future of office technology and define a new era of legal jurisprudence.

Navigating this landscape will require resilience, creativity and adaptability. I look forward to working through these issues with BTA and its members, and to becoming a prominent voice in a new generation of industry leaders. Moving forward together, we will honor Bob’s storied legacy and continue boldly down the path he has been carving his entire career. ■

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