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They've Got Next: the 40 Under 40

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# Lauren Roberta Kennedy of Cravath, Swaine & Moore

Lisa Helem, Executive Editor | MP McQueen, Editor | July 27, 2023

## How do you define success in your practice?

I define success as my clients choosing and turning to me over and over again. In the type of complex litigation I handle, it can take many, many years for the client to get a final resolution.

However, if the client is constantly coming back to me in the interim to expand my role, to seek my advice, and to take on new matters, then I know that I am doing exactly what I should be doing: inspiring confidence, earning trust and getting great results.

My favorite phone call is the one that begins, "I just want to sanity check this with you, because I trust your judgment and you know my business better than anyone."

That is who I aspire to be for my clients each and every day: not an interloper who appears for a given litigation, but a true partner in their business and in achieving their big-picture goals.

## What are you most proud of as a lawyer?

I am most proud of the relationship I have helped to grow with Blue Cross Blue Shield ("BCBS"). That relationship began when I was an associate, when Cravath represented only one BCBS member Plan. Today, we represent 12 plans plus the association in an MDL and related litigation that is critical to the System.

This expanded role did not happen overnight. It happened over many years, as we learned the BCBS System and developed relationships across Plans.

I am very proud that, over that time, our work has been so appreciated and valued that our role was broadened in this way.

A recent high point in this relationship was the August 2022 standard of review decision, in which the district court held that the Blues' cornerstone service areas are to be analyzed under the rule of reason, after previously ruling that those same service areas, when aggregated with another Blue rule, were per se unlawful.

This one decision changed the course of the litigation. It was so rewarding to develop the winning argument with others in our group,



## Lauren Roberta Kennedy

**Age:** 38

**Law Firm:** Cravath, Swaine & Moore

**Practice Area:** Antitrust

**Title:** Partner

**Location:** New York

**Law School:** Columbia Law School

**CRAVATH**

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## Who is your greatest mentor in the law and what have they taught you?

Karin DeMasi is, by far, my greatest mentor. I first worked with Karin when I was an associate, and I am lucky enough to work alongside her now as a partner, including in our representation of BCBS.

Karin is a brilliant and creative lawyer, a master at relationship-building, and an all-around amazing human being. Over the years, she has helped hone my skills, created important opportunities for me, and gave me the confidence to own rooms that I didn't even know I belonged in.

Of the many things Karin has taught me, the most important probably is "sit with your anxiety." We have all observed those lawyers who confront a problem and mistake activity for progress; who believe that, as long as they are doing something, they are advancing the ball.