Three or four times a year, Gustavo Siller Jr. travels to China. Each visit, he zigzags the massive country providing IP education. “Innovation and technology in China are huge, but a lot of their companies don’t know how to go global. They’re not used to entering foreign markets and are unsure about how they should be protecting their technology and products and where they should be spending money,” he explains. “Our challenge is to convince clients and prospective clients that we will provide more value than they will spend.”

Siller’s other rainmaking role at Brinks is that of relations partner. As the point person to three or four of the firm’s largest clients, he does some litigation, but is mainly focused on keeping these key clients out of litigation and supervising their patent portfolios. “For some of our clients we’re the only IP firm they use and I want to maintain that,” he says. “For those who use us and others, my goal is to convince them to make ours their only firm.”

Born in Mexico, Gustavo earned his J.D. at DePaul University and has lived most of his life in the Windy City. His advice to young attorneys seeking rainmaker status is not to make the mistake of looking at things on a project-by-project basis. “Doing pristine work is great, but until you understand the client’s business you’ll never be the go-to person. Clients call me because I’ve worked hard to know their business and to understand their individual litigation philosophy.”