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Joshua Lorentz finds power in empowering people

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Image: Cincinnati Business Courier

Corrie Schaffeld | CBC

Joshua Lorentz is managing partner at Dinsmore & Shohl.

The following article is a supplement to the Courier's 2023 list of largest law firms.

There was something about the energy of Washington, D.C.: the politics, the advocacy, the law.

Joshua Lorentz was studying science at Ohio University with the goal of entering the medical profession when he spent a summer on Capitol Hill, interning for the House Budget Committee. It changed his career trajectory. He returned to Ohio and added political science to his major.

Those dual tracks, science and the law, have served him throughout his career as an intellectual property attorney, leading Dinsmore & Shohl's intellectual property group.

On Jan. 1 he was named managing partner of Cincinnati's largest law firm, the first new leader in 15 years, following the tenure of George Vincent, who grew Dinsmore from a regional powerhouse into a national law firm.

What do you find exciting about intellectual property law? You're on the forefront of new intellectual property and branding. I know about things coming out in three to five years because I'm working on the branding campaigns, the patent applications, the licensing in and out of the technology.

What are some of the cooler things you've worked on? I've been involved in specialty glass applications for smartphones and flat screen TVs. To be on the ground floor, sometimes before the features of the TVs or smartphones come out, is pretty exciting.

What leadership traits have helped you in your career? There are some things you're born with innately, and some things you learn along the way. I've always been fair with people; I've always been balanced. I can look at all sides of a situation and find an approach that works for most people. Maybe not everybody's thrilled, but nobody is too upset, either. It's no secret that one of my mentors over the past two decades was George Vincent, and I learned a ton from him in terms of the ability to listen, collaborate and to have the trust and respect of your colleagues.

What advice would you give someone early in their career? Be curious about a situation. You don't have to question everything, but be curious.

How has curiosity served you in your career? It's caused me to question if there's a better way to proceed. If you operate every day

trying to improve things, to try to add value in your situations, your work and your life, it can lead to success and the respect of your peers around you.

What are your hobbies? I love spending time with family, and I love running. Our family is very active. We love to take runs together, to compete in runs – not against each other – and in local events. The ability to free your mind, particularly in athletics and sports, is certainly helpful.

What's your favorite restaurant in Cincinnati? Nada (and) Dewey's. We're diverse in our culinary experience. I love the Eagle and Bakersfield, and frankly I don't mind hitting up El Toro in Hyde Park.

What's your favorite type of vacation? I love canoeing, kayaking and hiking. You can do all those things in the Smoky Mountains, the Appalachian Mountains and in Arizona. I'm originally from Arizona and we go back every spring.

What's the last great book you read? "The Power of Moments." The book talks about memories throughout your life, and of all the experiences you create. If it was a great experience, you'll forget about all of the negatives that went along with it. If you create great experiences for others, people will walk away over time thinking of the positives because it was an impactful, good experience for them.

How do you best motivate your colleagues? I think the best way to motivate people in general is through opportunities. Putting people in the situation where they're responsible, supporting them along the way, and showing them that when we work together, these are the opportunities that will come and these are the outcomes we can seize.

If you could trade jobs with anyone for a day, who would it be? It would likely be an NFL or college head football coach. I've coached football from time to time in my younger years, and I think it would be exciting as a profession.

Joshua Lorentz

Title: Managing partner, Dinsmore & Shohl

Career path: Started at Dinsmore & Shohl out of law school in 2001. Became managing partner Jan. 1, 2023.

Age: 47

Hometown: Centerville, Ohio

Residence: Hyde Park



Andy Brownfield

Senior staff reporter - *Cincinnati Business Courier*

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