

Alan H. Zuckerman Named 2024 NJBiz ICON Honoree

Press Release

July 18, 2024

NJBiz named Flaster Greenberg Shareholder Alan Zuckerman a 2024 NJBiz ICON Honors honoree.

The NJBIZ ICON Awards is recognizing 40 leaders over the age of 60 from New Jersey industries such as accounting, architecture, real estate, law, government, hospitality and more. These individuals, picked by an independent panel of judges, are honored for their work throughout their careers — not just in their respective fields, but in the state’s larger business community as well.

[View complete list of honorees here.](#)

Methodology

CELEBRATING ALAN ZUCKERMAN

When asked about Alan Zuckerman as a leader, Flaster Greenberg President Steve Greenberg remarked that Alan is a “continuous reminder of how rare it is to find, and like, a true law firm leader.” He continued to say that Alan is an “outstanding leader both at our firm and in the community.” It was more than five years ago when Steve said these words about Alan, who was the firm’s managing shareholder at the time, and they still ring true to this day, solidifying Alan as an icon.

Alan is a longtime member of the “Flaster Family.” He joined Flaster Greenberg, a mid-sized full service commercial law firm celebrating more than 50 years in business, as a corporate law and tax attorney in 1988, only 12 years after the firm’s inception. During that time, Alan worked tirelessly to grow his tax practice and serve a variety of businesses from non-profits to privately held and publicly held entities. His representative matters have included, but are not limited to, representing healthcare and physician practices in M&A transactions, manufacturing and distribution businesses in asset and stock sales, mortgage companies in multi-million-dollar acquisitions, pharmaceutical and bio tech marketing firms in formation and start up, and medical practices in connection with their sale to local hospitals.

Then in 2016, the firm strategically decided to reorganize its structure, including the incorporation of a Board of Directors in lieu of an executive committee. The firm decided to elect a managing shareholder to serve as lead. The Board unanimously and quickly chose Alan, thanks to his clear and concise communication skills, integrity, resilience, and ability to understand what others feel and see things from their perspective.

Current Co-Managing Shareholder Steve Poulathas adds, “Alan is the attorney who attorneys seek out as a mentor and role model; he makes integrity, confidence, sophistication, and compassion look easy.”

In January 2017, he assumed leadership of the firm’s strategic planning and administrative, recruiting, management, and business activities.

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As managing shareholder, Alan had a clear strategic vision for growth. He was dedicated to recruiting the most talented, knowledgeable, and driven attorneys. The firm added 27 new attorneys, four additional practice areas, and opened offices in Conshohocken, PA; Jenkintown, PA; Princeton, NJ; and Boca Raton, FL, and navigated through the pandemic and shifting to a mostly remote workforce at that time. He focused on retention, including maximizing opportunities for minorities and women at the firm, including the election of three women associates to shareholders. At the time, these promotions were the first of their kind in several years. Thanks to Alan, there was a renewed emphasis on revamping the firm's internal structure to enhance the advancement of attorneys into shareholder ranks, and to transition leadership positions to a younger generation whom he felt were essential to the future of the firm.

He created sub-committees to identify potential firm issues and areas of improvement. The committees he's put into place included a Transition & Succession Committee, whose purpose was to maintain continuity and a seamless transition for clients of attorneys nearing retirement, and a Client Service Committee, whose primary focus was to identify and develop a high set of standards to enhance the client experience and ensure a consistent level of client satisfaction. Two committees, the Diversity Committee, and the Women's Initiative Committee, were given new breath and a higher platform under Alan's leadership. He also approved the Diversity Committee's recommendation on moving forward with a strategic plan and the goals that the group had set forth for the firm.

Alan also oversaw the complete renovation of the firm's Cherry Hill, NJ headquarters. The modernized office space included state-of-the-art conference rooms and technology aimed to improve both client experience and employee work environment.

In the years leading up to Alan serving as managing shareholder, he maintained roles as chair of Business and Corporate Law department and member of the firm's Executive Committee. He has also mentored many attorneys over the years.

Alan is a frequent lecturer on tax, corporate, and healthcare-related topics and has authored numerous articles.

Current Co-Managing Shareholder Jordan LaVine said, "At Flaster Greenberg, Alan is an inspirational figure. He combines uniquely, an intensity around client service and mentorship, with treating everyone with kindness and respect. We would not be where we are today without Alan's guidance and leadership."

Alan is truly an icon, thanks to his unwavering and longevous dedication to Flaster Greenberg, its shareholders and associates, diversity and inclusion, and the community. It can also be seen through the honors and awards bestowed upon him.

Alan has been recognized by the following:

- AV® Preeminent™ by Martindale-Hubbell, the highest peer rating standard
- New Jersey "Super Lawyer," 2005 – 2011, 2013 – 2021, 2023, 2024 by Thomson Reuters, publishers of New Jersey Super Lawyers magazine

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- Best Lawyers in America®, 2024
- South Jersey Biz Leading Business Attorney, 2022
- The Legal Intelligencer Distinguished Leader, 2020
- SJ Magazine Top Attorney 2010, 2011, 2013, 2017 and 2022
- South Jersey Magazine Awesome Attorney, 2013-2016, 2020
- Corporate Counsel and The American Lawyer magazines Top Rated Lawyer, 2013
- SmartCEO Magazine Legal Elite, 2011

Finally, active in the community, Alan is a past chairman of the Board of Directors of the Burlington County Chamber of Commerce and currently serves as a member of the Board of Directors and the Business Advocacy Committee of the Greater Atlantic City Chamber of Commerce. In addition, he is a former member of the Board of Directors of Cadbury Continuing Care Retirement Community and the Finance Committee of Family Services of Burlington County. Alan has also served as the chair of the Camden County Bar Association Tax Committee.

ATTORNEYS MENTIONED

Alan Zuckerman