

# SAN DIEGO BUSINESS JOURNAL



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## San Diego Business Journal 2017 BUSINESS women OF THE YEAR awards



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# Attorney Shows Prowess in Building Business, Finding Talent

■ By JOHN COX

More than five years have passed since **Tyson & Mendes LLP** won the case that made its name, a landmark California Supreme Court ruling that essentially limited certain insurance damages.

The San Diego-based law firm could have celebrated the victory and moved on. In retrospect, that would have been a mistake.

Instead, Tyson & Mendes assigned one of its young lawyers, **Cayce Greiner**, to make sure clients and businesses across the country understood the ruling and were kept up to date on relevant cases that have followed.

Her newsletters, presentations, social media outreach and website redesign have helped cement the firm's reputation as an expert on the matter. Company revenue rose more than 70 percent during the year ended July 2017.

Managing Partner **Robert Tyson** said Greiner, promoted client relations partner in May, was largely responsible for the jump. He said she continues to find new ways to distinguish the firm.

"She understood our strengths early on, and took the torch and ran with it – helping us gain new business and attract new attorneys, almost simultaneously," he said by email.

Some of what he's referring to there,

about helping bring in new talent, speaks to Greiner's various leadership roles within the firm. In addition to her marketing and business development work, she runs Tyson & Mendes' women's initiative, continuing education efforts and young professionals group.

Greiner is a winner of the San Diego Business Journal's 2017 Business Women of the Year Award in the category of medium company.

## Marketing Prowess

Born in Dallas, the 32-year-old moved to Colorado in middle school. After undergraduate studies at the **University of Colorado**, Boulder, she enrolled in law school at the **University of Hawaii**. An ensuing fondness for the beach later persuaded her to move to San Diego.

It wasn't until after taking part in many large cases that she took on marketing duties. That closer involvement in the life of the larger firm – Tyson said she's one of its hardest workers – led her into the various leadership roles.

Overseeing the firm's women's initiative, Greiner helps create mentoring and other support opportunities for Tyson & Mendes' women lawyers and clients. She organizes events and programs that include networking intended to build lasting relationships even beyond the firm's activities.

The young professionals group also involves networking, as well as education and professional growth.

## Emphasizing Continuing Ed

Meanwhile, the training program she leads, Tyson & Mendes University, teaches the firm's lawyers techniques their colleagues have developed since its founding in 2002.

One of her first actions as partner was to propose maternity leave for all of the firm's employees. She hopes other businesses follow Tyson & Mendes' example.

Sounds like a lot, doesn't it? But on top of all that, Greiner presents continuing education and legal updates on California law and litigation strategies. She also leads the firm's autonomous vehicles practice group. And she's creating T&M Giving, a community giving program that would encourage employees to donate their time to child education and welfare organizations.

In her extra time, Greiner is a triathlete training for a 2018 half ironman. She hopes to raise money for injured military veterans and first responders.

"I have a passion for fitness. I think for me, personally, it gives me balance," she said. "It's one of my primary outlets."

Client **Kim Bush** assistant vice president of global TPA operations for **Allied World**, said in a written statement



Bob Thompson/Fotowerks

**Cayce Greiner** leads the firm's women's initiative and its continuing education program.

that Greiner is a mentor who leads by example.

"What impresses me most ... is her desire to impact the world around her for the good," Bush wrote. "She has an inner drive to celebrate and lift others."