

Kenneth A. Gordon

Equity Partner
Brinkley Morgan

‘Ethical and creative practice of law’

Kenneth Gordon’s path to becoming a partner in a Palm Beach County law firm was a bit less traveled, with early forays in restaurant management. He won’t reveal details of his best idea — still a work in progress, he says — but we imagine it will be in keeping with the great advice he offers that he wished he’d received years ago: bigger surf, bigger surfboard.

Describe yourself in one sentence:

I am complicated, caring and relentless in the pursuit of truth and meaning.

Describe your business in one sentence:

My firm is a mid-sized local law firm with large-firm capability, including



my specialty in family and marital law and as vice-chair of the firm’s family law group.

What motivates you?

Maintaining and enhancing my firm’s and my reputation for the ethical and creative practice of law.

How do you come up with new ideas?

Meditation and playing music.

What has been your best idea so far?

It is actually the project I’m currently working on, which I cannot divulge at this particular time.

How would others describe you as a businessperson?

I would probably be described as ethical, aggressive and practical.

What advice would you give a young executive trying to break into your business?

It does not matter what business you’re in, it’s all about innovation, relationships and sales.

What current issue affecting your business is most important to you?

The possibility of significant alimony reform by the legislature.

WHO AM I?

Name: Kenneth A. Gordon

Title: Equity Partner

Business or Company: Brinkley Morgan

Years working in Palm Beach County: 16

Family: Shelby, my dog

Education: Undergraduate Degree in Advertising (BS), Florida State University; Juris Doctor from University of Miami.

Hometown: Miami, Florida

What business apps/software are invaluable to you?

We use a product called Summation for document control, and CITRIX for mobility.

What’s the most important business book you’ve read?

“Steve Jobs” by Walter Issacson

Your most influential business role model and why?

Warren Buffet. His combination of down-to-earth sensibilities, citizenship and acumen is unparalleled.

What advice would you give to a fellow executive relocating to our area?

Pick up golf or tennis.

The person you’d most like to have coffee or a cocktail with:

Richard Branson.

As a child, what did you want to be when you grew up?

A drummer in a rock band.

Your first job:

Busboy at the Brasserie in Coconut Grove.

Your worst job:

Managing a certain waterfront res-

taurant which I will not name.

Tell us something few people know about you:

I used to be the Director of Operations for a start-up restaurant company called Cheerleaders in the U.K.

What do you enjoy doing most with your family or friends?

Traveling or hosting small dinner parties.

Hobbies: Skiing, playing and recording music; tennis and reading.

“Must do” when entertaining out of town guests:

The Breakers.

Name your favorite:

- Book – Too many to name.
- Concert/live performance – Don Henley
- Movie – “Pulp Fiction”

What’s a piece of advice you wish you’d received years ago?

Bigger surf, bigger surfboard.

Lightning Round:

- Coffee or Tea: Tea
- Beer or Wine: Wine
- Cook or Dine Out: Cook
- City or Country: City
- Sweet or Salty: Salty
- Dog or Cat: Dog
- Pool or Beach: Pool
- Crossfit or Yoga: Yoga
- Beatles or Rolling Stones: Beatles
- “Star Wars” or “Star Trek”: “Star Trek”
- Kayaking or Boating: Boating
- Mac or PC: Mac
- Pandora or Spotify: Pandora
- iPhone or Android: iPhone ■