

# Daily Journal

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## TOP CALIFORNIA LAW FIRMS

### 10 EMERGING LAW FIRM LEADERS IN CALIFORNIA



Hugh Williams / Special to the Daily Journal

#### Partner

Sheppard, Mullin, Richter  
& Hampton LLP  
Century City

## P. Craig Cardon

**C**ardon approached his move to Sheppard Mullin almost a decade ago with an “immigrant mentality,” he said.

“Because I wanted to come here, I was able to spend a number of years getting to know the firm and know my partners who all, remarkably, like each other,” said Cardon, who joined the firm from Squire Sanders.

A partner in two practice groups — entertainment, technology and advertising and intellectual property — Cardon has taken on the role of “international liaison” for the firm’s

China offices in Beijing and Shanghai, areas increasingly relevant to attorneys’ practices across the firm. In that position he makes strategy for the practices operating there, oversees operations, leads lateral recruiting for the offices and coordinates workflow and business opportunities between those offices and the rest of the firm.

Cardon said his time at Squire Sanders representing foreign companies and leaders lent itself to leadership roles at Sheppard Mullin. Right around the time he joined,

Sheppard Mullin was expanding nationally and internationally, he recalled.

“I represent a lot of U.S.-based retailers. As their businesses are expanding into Asia, I was working with them regularly with that and learning what assets we had on the ground there,” he said.

Guy N. Halgren, chairman of the firm, said Cardon is “extremely strategic.”

“He has this ability to look at an issue from 30,000 feet, zoom in, address the issue and then zoom back out again to the overall strategic vantage point,” Halgren said.

Cardon said he defines his leadership style as someone who puts partners together in an environment they can thrive in.

“It takes a lot of being there in person, getting to know people, talking on the phone, spending time with them. I try to keep tabs and [be] aware of what everybody is doing on the international side,” he said.

Cardon, who’s in Asia every 10 weeks, said he also keeps an eye on the ebb and flow of the continent’s markets.

It’s Cardon’s “great optimism” that will help him continue to move up in leadership, Halgren said.

“The thing about somebody in a leadership or management role is they can’t spend too much time thinking what’s in it for them, and that’s what I really like about Craig,” Halgren said. “He’s always thinking about what’s best for the firm and not what he’s going to get out of a particular initiative we’re undertaking in China.”

— Ameera Butt