

ESZTER KAMOC SAY-BERTA

MANAGING PARTNER, KCG PARTNERS



degree in international taxation from the Vienna University of Economics and Business. She has completed her expertise in “Engineering consultancy and FIDIC Contracts” at the Budapest University of Technology and Economics and her leadership skills at SEED School for Executive Education and Development, Budapest.

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Most recently, Eszter received the SEED Excellence Award for her exceptional professional and leadership achievements. Her success is reflected in prestigious international rankings and awards, including Legal 500 EMEA Top Tier, Leading Firm, Rising Star, and Recommended Lawyer distinctions.

Beyond her professional excellence, Eszter has fostered an exemplary company culture — one that values social responsibility, continuous professional and leadership development, and corporate coaching. She is also deeply committed to sharing legal knowledge and raising legal awareness through articles and podcasts, while actively helping those in need with pro bono legal services and supporting young lawyers and attorneys.

BACKGROUND

Eszter Kamocsay-Berta is an experienced transactional lawyer with a proven track record in advising corporations on their investments in Hungary. As managing partner, she leads a professional, cohesive team of high-performance lawyers in KCG Partners. Eszter holds a Doctor of Laws degree from the Pázmány Péter Catholic University, Budapest, as well as a Master of Sciences Degree in social sciences from Eötvös Loránd University, Budapest. Her international education started with her high-school graduation at Carl-Bosch-Gymnasium, Ludwigshafen, Germany, and included studies at the University of Stirling, Scotland, and a Master of Laws

AI IS DISRUPTING THE WORLD AS WE KNOW IT. HOW HAS YOUR FIRM BEEN ADAPTING TO THIS TRANSFORMATION TO HARNESS THE ADVANTAGES OF THE TECHNOLOGY?

We are increasingly adopting AI technologies to support our business. We use AI in repetitive and administrative works such as preparing translations and summaries, legal research as well as in data management such as in our controlling system. These tools help us to be more effective by spending less time on these works with lower added value while release capacity in more complex tasks, where literally our collective intellectual brainwork provides a competitive edge in the market.

HOW DOES THE WIDESPREAD USE OF DIGITALIZATION AND AI AFFECT YOUR HEADCOUNT AND REVENUES?

Digitalization and AI is reshaping law firms in several ways, bringing both efficiency gains and strategic challenges. AI-driven automation is replacing many routine tasks. With its help, firms can do more with fewer people, leading to a fewer but more productive workforce, which can boost profitability. This allows independent firms such as KCG Partners to compete with larger firms without expanding headcount.

With AI reducing the time spent on tasks, traditional billable-hour models are being challenged. As AI reduces costs for legal tasks, firms may face pressure to lower fees in certain fields. However, firms that leverage AI strategically can offset this by expanding into higher-value services.

We also seek to explore new areas of business where AI may help us to offer new tech-driven services like compliance monitoring and contract analytics. However, because of the diversity of AI technologies, it is challenging to find the right choice when considering the opening of a new revenue stream. It takes time and money to introduce a new technology before we can see any tangible results in efficiency and ultimately in profit growth. But once you found the right one for your business needs, it can be a killer UVP for the whole firm.

WHERE IS THE LEGAL MARKET HEADING? IS THERE MORE CONSOLIDATION ON THE HORIZON, OR DO INDEPENDENT BOUTIQUE FIRMS HAVE A CHANCE TO MAKE IT BIG WITH THE HELP OF CUTTING-EDGE TECHNOLOGY?

While AI-driven technologies might reduce some traditional legal roles, they also create new opportunities in legal tech, compliance, and consulting. KCG Partners embraces AI as a tool to enhance human expertise rather than replace it. We believe that with the help of AI technologies KCG Partners will further growth in both revenues and client satisfaction.



HOW DO YOU RATE THE INCOMING TALENT POOL OF FRESH GRADUATES? MANY COMPLAIN IN GENERAL THAT THIS NEW GENERATION IS DIFFICULT TO DEAL WITH.

We also experience that recent graduates have different career expectations, seeking better work-life balance rather than the traditional long-hour, high-intensity legal career path. Recognizing this change, we are providing clearer and more individual career progression paths, mentorship and coaching programs to retain top talent. The technological changes gave more autonomy to the younger generation but this is a two-way street, which is founded on mutual trust.

Speaking directly to this generation, it might be quite challenging to identify which skills should receive more focus and energy to develop during the university years. For my generation, the priorities were clear: graduate at a top university, speak languages and have a high work ethic. It might be challenging now even to figure out which skills might help to stand out from the “crowd”. My view is that cutting edge skill might be to be multidisciplinary by combining legal education with knowledge from fields such as technology, business, or social sciences.

Name of law firm	KCG Partners Ügyvédi Társulás
Top local executive	Eszter Kamocsay-Berta
In charge of position since	2014
Name of associate non-Hungarian law firm or cooperation network	Ally Law
Year of Hungarian law firm's establishment	2014
HQ in Hungary	1052 Budapest, Türr István utca 9.
Website	www.kcgpartners.com