



News & Trending
NEWS

“INVEST: INSIGHTS” TALKS WITH MANAGING PARTNER BYRON KIRKLAND ON NEW ECONOMY CREATED DUE TO PANDEMIC

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Invest: Insights - Raleigh-Durham

“Invest: Series” Discusses New Economy Created Due to Pandemic with Managing Partner Byron Kirkland

Produced by **Capital Analytics**, the “Invest” series explores different regions across the country and features insights from top business, political and local leaders, and featured Smith Anderson Managing Partner Byron Kirkland in an “Invest: Insights” segment on how COVID-19 has affected the legal industry.

During the interview, Abby Melone, president and CEO of *Capital Analytics*, notes that Smith Anderson, along with other businesses and the North Carolina Chamber of Commerce, were highly active in a critical piece of legislation that effects the future business community by granting North Carolina businesses immunity from negligence lawsuits related to contracting COVID-19. Byron explains that the legislation was necessary to allow business owners to make the best decisions for their people, customers and their business.

While the pandemic had a negative impact on businesses, Byron said that he hasn’t seen missteps from private equity and venture capital firms. Byron also notes that while the pandemic severely curtailed in-person interactions between attorneys and clients, it has actually increased virtual face-to-face interactions because the virtual technology has become so ubiquitous and has, in many instances, replaced phone conversations

“While on a walk, a client I had gained during the pandemic called my name. I had never met this person live ever, but because of so many video calls, he instantly recognized me and it was like seeing a long-lost friend, completely because of the video relationship,” Byron said.

Invest: Raleigh-Durham 2021, Capital Analytics’ print magazine about the Triangle, also quoted Byron about the attraction that the Triangle has for businesses. Byron cites the region’s highly diversified economy.

“The business and industries that tend to be the strongest here are life sciences, agricultural tech, IT, software, energy, real estate, banking and finance,” Byron said. “There are lots of growth areas, which in turn attract other, smaller businesses. The Research Triangle Park region also supports an enormous amount of entrepreneurial activity that has helped create an entire ecosystem of activity to keep our business economy stable and thriving.”

Two things that Byron said the pandemic has not changed are Smith Anderson’s commitment to growth - the firm has added attorneys and staff throughout the past 19 months – and the fact that the firm continues to serve clients and be “laser-focused” on the firm’s “biggest drivers:” value and service.

The full *Invest: Insights* interview can be viewed [here](#). The latest issue of *Invest: Raleigh-Durham* can be accessed [here](#).

Capital Analytics is an integrated media company that serves the needs of businesses, executives, investors and entrepreneurs through producing in-depth print and digital economic reviews. Its 200+ page reports feature top-level analysis on key issues facing the markets covered, supporting data and stats, while highlighting exclusive insights of prominent industry leaders. *Invest:* is a series of the most comprehensive annual business publications available widely read locally, nationally and globally.

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