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Oct. 21, 2019



The accounting and business advisory firm [Friedman](#) LLP has opened a new location in Los Angeles and relocated its New Jersey office. The firm has locations throughout the U.S., as well as in Beijing and Shanghai, China.

### New Jersey

“Relocating our New York City headquarters to One Liberty Plaza earlier this year taught us so many valuable lessons,” said Harriet Greenberg, co-managing partner of Friedman LLP. “We see that a well-designed workplace guides effective workflow and employee engagement. We took winning elements from our New York headquarters and included them in the new Marlton office—fresh designs, open floor plans and ergonomics-driven work stations.”

The 70 employees in Friedman’s current Marlton office will relocate to 601 Route 73 North in the weeks leading up to their current lease expiration. The new 21,000 sq. ft. office is spread over 1.5 floors and will feature a state-of-the-art training room, cold brew tap, workstations with dual sitting and standing functionality, multiple collaboration spaces and more. Carl Bagell, the firm’s managing partner for Southern New Jersey, will continue to oversee the Marlton, N.J. location.

“For the past 10 years I have had the pleasure of serving as the managing partner of

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professional environment,” said Fred Berk, co-managing partner of Friedman LLP.

## Los Angeles

Friedman will also open a new physical office in Los Angeles, CA. Adnan Islam, partner and co-practice leader of the firm's International Tax group, will oversee the office.

“The breadth and depth of our firm's service offerings are recognized across the country and the globe,” said Islam. “I'm proud to say that our client work on the west coast has been overwhelmingly positive. As such, creating a formal office location in Los Angeles has allowed us to enhance the hands-on attention we delivered to our clients.”

“The physical office in LA demonstrates Friedman's growth mindset,” said Fred Berk, co-managing partner. “We didn't make it to nearly 100 years without taking calculated risks and rethinking what we've always done, because agility and innovation are key.”

“These are truly exciting times here at Friedman,” said Harriet Greenberg, co-managing partner. “This new office reinforces the extensive work we're doing on the west coast and further reflects our dedication to adapting our approach to honor our ongoing commitment to deliver excellent client service.”

Friedman LLP, headquartered in Manhattan, with locations throughout New Jersey and in Long Island, Philadelphia, Los Angeles, Shanghai and Beijing, has been serving the accounting, tax and business consulting needs of public and private companies since 1924. Its industry-focused practice features concentrated areas of expertise and a thorough understanding of the economic environment.

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