

# MICHIGAN Lawyers Weekly



**"Led by Experience. Guided by Compassion."**  
Compassionate, Smart and Strong Leaders in the fields of Birth Trauma and Catastrophic Injury cl  
645 Griswold Street, Suite 4200 Detroit, MI 48226  
(313) 961-4400  
www.mckeenassociates.com

## A sidebar with ... Edward Perdue

By: Kelly Caplan ■ in News Stories ○ February 21, 2020

Edward Perdue has launched the Perdue Law Group PLLC, a boutique civil litigation firm in Grand Rapids. The firm is a federally registered Minority and Service-Disabled Veteran Owned Small Business, and focuses on commercial, labor and employment, real estate, automotive, and product liability litigation.

Perdue shared with *Michigan Lawyers Weekly* his journey from Long Island, to the Persian Gulf, to Grand Rapids.



**You're the son of a Colombian immigrant and grew up on Long Island, New York. How did this influence where you are today? Who or what inspired you?**

I think growing up in New York imbues people with a certain toughness and gritty character which can be helpful when dealing with difficult personalities in this business. I do continue to be inspired by the example my late mother set for me. She was a naturalized citizen who believed in

the American dream. She and my father both believed that if you worked hard and followed your dreams, you could achieve great things in this country. I also believe that and striking out on my own is a reflection of my faith in those principles.

**Before striking out on your own, you were with Dickinson Wright for over 20 years.**

I left Dickinson Wright on very good terms and am grateful for the opportunity to have been a member of that great firm. I believe by lowering my rate and broadening the range of clients I can assist, I can continue to achieve success and maintain an upward trajectory in my career.

**Let's talk about your career. You went from Marine officer, to prosecutor, to trial lawyer, to starting your own firm. How does your military experience impact your practice?**

It has been an enormous benefit to me as a trial lawyer to have served in difficult conditions where we Marines regularly overcame severe mental challenges and physical hardships. It helps keep things in perspective to know that however stressful things get in the practice of law, I am not under fire, living outside in the elements, or have physical needs that remain unmet.

**You served overseas on more than three deployments, including service in Europe, Japan, Korea, Israel, and the Caribbean. Can you share some highlights of your military career?**

My most exciting deployment was during the Persian Gulf War where I deployed with Gen. (then Col.) James Jones and the 24th Marine Expeditionary Unit (Special Operations Capable). I was an artillery officer in Hotel Battery, 3rd Battalion, 10th Marines, and we were attached to Battalion Lansing Team 2/8.

While in a seaborne mission during Operation Desert Shield, we ultimately made an amphibious offload in Turkey and later conducted a combined air and land assault into northern Iraq to establish a safe zone for the Kurdish people.

I served in northern Iraq for about four months as a forward observer, forward air controller and fire support coordinator for the infantry company I was assigned to.

**Your firm will explore alternative dispute resolution strategies for clients early on. Did your history as a trial attorney and prosecutor influence this decision?**

Yes, it has become obvious that the majority of cases are resolved short of trial. There is a significant benefit to litigants if they can achieve a negotiated resolution early. It saves them the protracted costs and distraction of having to endure traditional discovery and post-discovery motion practice before reaching a very similar resolution.

**You're also publishing a book this year, "The Little Green Book: A Leadership Manual for Professionals." Tell me a bit about that.**

I'm simultaneously launching a speaking and leadership training practice. The book is about what history and the Marines can teach professionals about how to lead and win at work. It draws on the principles and concepts, both on military strategy and leadership, that I learned and put into practice during my military career, but which I continue to employ to achieve success in my civilian life.

I worked with a former member of naval intelligence, Chris Mitchell, also a partner in Dickinson Wright's Grand Rapids office, to create custom illustrations and detailed battlefield maps. I believe those illustrations and the battle study section of the book in general are unique and new for most readers, and will enhance their understanding and enjoyment of the preceding material, which is discussed in the context of what occurred on these American battlefields.

**You are active in veteran, community, and professional organizations. What goals have you set for your volunteer service in 2020?**

I am focusing my work for the coming year on leading the Grand Rapids Veterans Bar Association, and expanding my involvement in the Detroit Veterans Bar Association.

Outside of the legal context, I am supporting a wide range of fun and interactive events for veterans through our local Grand Rapids chapter of Team RWB. Team RWB is a national veterans' support organization devoted to creating positive social and athletic opportunities for our veterans, many of whom are working to integrate back into civilian society after deployments to hazardous duty areas. If anyone needs information on any of these groups, they should feel free to contact me.

**Got Content?**  
Legal Matters provides timely copy for your website and newsletters.  
[Click for details.](#)

