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As partner and the leader of the firm's employee benefits practice group, Greg Ash helps his clients maximize the value and minimize the risks inherent in their benefit plans. With more than 30 years of experience, Greg translates complicated legal issues under ERISA and the Internal Revenue Code into meaningful decision points for employers. He forecasts risk and identifies opportunities to help his clients meet their business objectives. Greg knows the retirement industry inside and out, representing not only employers but also large record keepers and other service providers. Shortly after the Affordable Care Act was passed, he led a team of lawyers that was selected to advise franchisees of a large restaurant chain concerning the new health care rules. He advises clients on the entire spectrum of benefits issues, including retirement, health and welfare, and executive compensation matters. Greg is also the leader of the firm's ERISA litigation practice. He uses his substantive knowledge of ERISA and the tax code to create unique litigation avoidance strategies and, when necessary, winning defense arguments. He writes and speaks regularly to industry groups, including the American Conference Institute's National ERISA Litigation Conferences. Greg is a graduate of the University of Kansas School of Law.