

McDonald Hopkins welcomes Kenneth S. Rosenzweig to the firm's Business Department



Wednesday, November 11, 2020

Kenneth S. Rosenzweig has joined McDonald Hopkins LLC, where his experience building, leading and growing his own startup will add depth to the firm's Business Department.

The founder and CEO of Rowgatta, a high-intensity low-impact fitness concept combining rowing and resistance training, Rosenzweig's focus will be in the firm's Startup and Venture Capital Practice Group.

Prior to founding Rowgatta in 2017, Rosenzweig served as a corporate associate at Kirkland & Ellis LLP in New York City, where he advised financial sponsors, portfolio companies, corporations and senior executives on a variety of legal matters. He developed a broad-based corporate practice encompassing all aspects of domestic and cross-border transactions.

Rosenzweig brought his legal experience to the business world in 2017. He led a major fundraising effort for investors, designed and built both digital and physical fitness products, developed branding and strategic partnerships, and provided in-house counsel to the company. Rosenzweig's leadership and determination enabled Rowgatta to generate over 5,000 unique customers in less than six months.

Feature stories on Rosenzweig's "built from the ground up" efforts were published in The Wall Street Journal, Men's Journal, and numerous other publications. He also made television and podcast appearances on outlets such as NBC News.

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Rosenzweig earned his J.D. in 2014 from Fordham University Law School, where he graduated magna cum laude. He graduated from the University of Michigan in 2010 with a B.A. in Economics.

Rosenzweig can be reached at 312.642.7056 ext. 3283 or krosenzweig@mcdonaldhopkins.com.

Admitted to practice in New York only. Colorado admission pending.



Kenneth S. Rosenzweig

[Team member bio](#)