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Demarest announces new managing partner for 2025

Demarest Advogados, announced that José Setti Diaz (pictured right) has been elected as the firm’s new managing partner, effective as of May 1, 2025. José Setti Diaz joined the firm in 1996, became a partner in the M&A practice area in 2006 and served as a member of the firm’s Board of Directors (2010-2021) and Executive Board (2010-2018). At the invitation of Demarest’s Board of Directors, he accepted the challenge of succeeding Paulo Coelho da Rocha (pictured left), who has been the firm’s managing partner since 2012.

The managing partner position completes Demarest’s leadership triad (Board of Directors, Executive Board and managing partner), whose governance is at the core of the firm’s commitment to innovation, fostering effective collaboration under cohesive leadership.

This transition, focused on leadership renovation, was proposed by Paulo Coelho da Rocha to the Board of Directors. José Setti Diaz’s nomination was then unanimously approved by the firm’s partners, which attests to Demarest’s consistent commitment to renovation and development as the firm celebrates 76 years of history.

In addition to continuously developing and adapting to new market trends, the firm remains committed to its trajectory of excellence in providing legal services to more than 1,500 clients based in Brazil and abroad. Such distinction is made possible by a united team of around 600 employees, represented by 84 partners across more than 50 practice areas.

Paulo Coelho da Rocha’s 12-year term as managing partner has been marked by a collaborative leadership with the Board of Directors and the Executive Board. The firm has been recognized for its innovative drive, by combining sustainable business development and affirmative action toward diversity, inclusion, and the well-being of its team – initiatives that were prioritized throughout the challenging period of the Coronavirus pandemic and its impact on the economy and the people of Brazil.

The firm will continue its upward trajectory with the support of José Setti Diaz, whose 2025-2027 term as managing partner can be extended two consecutive times. With extensive experience in the M&A, International Trade and Customs markets, he is equipped to work with the Board of Directors and the Executive Board in the firm’s strategy to expand and bolster its services to clients, with the arrival of new partners that have further reinforced the capabilities and experience of the firm.

In line with the firm's 2024-2026 strategic plan, in the last eight months Demarest has hired 14 new partners and 18 lawyers in the areas of Infrastructure and Project Financing; M&A; Listed Companies; Capital Markets; Dispute Resolution (Arbitration and Litigation); Tax; Alternative Investments, Private Equity and Venture Capital. Five senior associates have also been promoted to partners, emphasizing a commitment to valuing and recognizing the organic talent of the firm.

About the new managing partner, José Setti Diaz

Partner in Demarest's M&A and International Trade and Customs practice areas, José Setti Diaz holds a master's degree in law from Universidade de São Paulo (USP). He joined Demarest in April 1996, was promoted to partner in January 2006 and was a member of the Administrative Council (2010-2021) and the Executive Board (2010-2018). He has been a member of the coordination committees of the corporate area since 2019. Among his main clients are Brazilian and international investment funds, as well as important Brazilian and multinational business groups across numerous sectors, such as agribusiness, auto parts, forestry, paper and pulp, chemicals, and retail. Diaz also served as Chief Financial Officer of the CESA (Centre for the Studies of Lawyers), a member of the International Chamber of Commerce – Commission on Trade and Investment Policy (ICC), a member of the Board of Directors of Britcham (British Chamber of Commerce and Industry in Brazil) and is one of the Brazilian panelists at the World Trade Organization (WTO).