TBD

Q4 2024 RESULTS

THE TOP LEGAL LinkedIn FLUENCERS



AN INTRODUCTION TO THIS REPORT

“FIRST THEY IGNORE YOU. THEN THEY RIDICULE YOU. AND THEN THEY ATTACK YOU AND WANT TO BURN YOU. AND THEN THEY BUILD MONUMENTS TO YOU.”

— Nicholas Klein (1884–1951), American labour union advocate and attorney

Welcome to the latest edition of Legal LinkedInfluencers. The intention of this report is to inspire all the wonderful lawyers that we know to take action on LinkedIn.

The reports to date have inspired others to get involved (some of whom now rank in the top 100 themselves); to get formal training; to reassess their approach; to ditch other, less useful ways of marketing; to celebrate their colleagues; to cross-sell; to meet up in real life; and even to get married. No, that last one isn’t true.

Yet.

But members of this community of outliers, mavericks, pioneers, campaigners and leaders profiled here have repeatedly shared with me variations on this theme: “I didn’t have a tribe until you brought these voices together and ranked us all.” That’s the danger of being first through the wall: everyone else thinks you’re crazy. Until they don’t.

Thank you to all of you lovely people in here: I know what it cost you to take a chance and to keep on taking a chance on being brave and going first. You are the rocks upon which this report, this movement, is built.



Simon Marshall
CEO, TBD Marketing

THEMES FROM THE QUARTER

Q4 2024 was the quarter in which the established voices consolidated their presence on LinkedIn, and increasing numbers of new entrants grasped the opportunity to be brave. In short, it's still possible to make the top 100 on a quarterly basis from a standing start, but the top of the market is increasingly settled on its existing leading voices. Those leaders (specifically Jen Shipley and Sophie Wardell) shored up their rankings by doubling down on what makes their content so popular in the first place. In a word, I think it's "relatable". Both of them dominate the comments section, with Sophie notching up over 10,000 comments in the past 12 weeks. Any law firm, anywhere in the world, would desire that kind of engagement; but, sadly, none yet achieve it. Nowhere close, in fact. Food for thought.

THE METHODOLOGY

If it ain't broke, why fix it? So nothing's changed on the scoring front. We add up people's likes and comments and score them as likes + (4*comments) to give them a Power Score per post. We then tot up the total Power Score for the quarter (1 Oct to 31 Dec) and rank everyone.

We asked firms to nominate their people, and some provided us with some names. The rest, we researched ourselves. Anyone, anywhere, can work out these stats for their own performance if they download their LinkedIn data and use this method. Or I will do it for anyone for free if they email it to us.

THE MAIN LIST: KEY STATS

5 OF THE TOP 20

people are based outside the UK

10 OF THE TOP 20

are partners

8 OF THE TOP 20

are women

The top 100 wrote

4,586 POSTS

between them this quarter

The top 100 got

386,489 LIKES

between them this quarter

The top 100 got

91,012 COMMENTS

between them this quarter

THE MAIN LIST: KEY FINDINGS

COMMENTS CONTINUED TO RULE, AND THIS EXPLAINS WHY INDIVIDUALS OUTPERFORM FIRMS ON SOCIAL MEDIA – THE VAST MAJORITY OF LAW FIRMS TREAT LINKEDIN AS A BROADCAST CHANNEL.

ESTABLISHED LAWYERS AND FUTURE LAWYERS ARE PRESENT ON THE PLATFORM – BUT FROM TRAINEE TO PQE+5, THERE ARE VERY FEW LAWYERS ACTIVE ENOUGH ON LINKEDIN TO MAKE THE TOP 100

72% OF THE TOP 100 (AND 70% OF THE TOP 20) SCORED HIGHER THAN THE PRIOR QUARTER

ONLY ONE NEW PERSON CRACKED THE TOP 20 (JULIET SCHALKER), BUT 27 NEW PEOPLE CRACKED THE TOP 100

THE TOP 10 INDIVIDUALS' POWER SCORES WERE UP FROM 322,980 IN Q3 TO 387,062 IN Q4

THE TOP 100 LINKEDINFLUENCERS WORK AT 67 DIFFERENT LAW FIRMS

THE MAIN LIST: NEW ADDITIONS IN Q4



DAVID JAMES LISTER

The first solicitor in England to represent both parties in a divorce.



NIC ELLIOTT

Head of Employment Team and HR Director at Actons.



ELOISE BUTTERWORTH

Our go-to person to explain all things law firm compliance.



JAYNE MCGLYNN

M&A lawyer/force of nature.



DANIEL HERMAN

Head of Personal Injury and Head of Leeds office at Stewarts.



VICTORIA QUINN

Champions practical and creative solutions in property litigation.



LAUREN HARTIGAN-PRITCHARD

Expertly navigates restructuring and insolvency with a human touch.



SIÂN JACKSON

The employment lawyer who always has a kind word for her connections.



JOANNA GOSLING

BBC journalist turned mediation expert.



PETER HUMPHERSON

The latest Higgs voice to join the top 100. Impressive.



EMMA DAVIES

Ex-President of CILEX, passionate about alternative paths into law.



SIAN WHARF

Solicitor apprentice in Eversheds' pensions team.



AYSHA CHOUHDARY

Partner at the forefront of legal solutions for the modern family.



CLAIRE ARCHIBALD

Combines data protection excellence with her role in a village brass band.



DANIEL HEYMANN

Legal innovator who just joined the world's largest law firm.



SAMANTHA ROBINSON

Gunnercooke's unofficial brand ambassador in chief.



ADAM SOAMES

Chief of BD at Ashurst after 17 years at Hogan Lovells.



AMARDEEP GILL

The man's a fraud... specialist.



MARIANNE PRIVETT

IP partner and patent attorney at Venner Shipley.



CHRIS HALLAM

Partner and Head of Energy, Projects and Construction Group (North) at CMS.



CLIFF FLUET

Mr Music Law.



RISHI KOHLI

Senior Legal Services Manager at Norton Rose Fulbright.



OMAR NEGM

One of the few trainees to make our top 100 list.



LAURA HUGHES

Public sector expert, board member and champion for change.



BEN STANSFIELD

Partner and Co-Chair of ESG at Gowling WLG.



KAYLEIGH BROWN

Private client partner and owner of #DeefaDog.



IAN MCCANN

Mental health campaigner and Chief Engagement Officer.

TBD

Q&A: REENA PARMAR

WHEN DID YOU DECIDE TO START TO USE LINKEDIN TO SHARE POSTS, AND WHY?

I've had a LinkedIn profile since 2012 but only started to actively post from January 2023, shortly after I was appointed Chair of The Law Society of England & Wales Disabled Solicitors Network. As chair, I wanted to raise the profile of the network, increase awareness of the need for greater disability equity and inclusion in the legal sector, challenge misconceptions about disability, and spotlight role models and organisations that were seeking to make a difference in this space.

On a more personal level, my new year's resolution for 2023 was to adopt a more positive mindset. The to-do list seemed never-ending, and that was affecting my mental health. So I committed to end each working week by noting down three positives or highlights from that week. My LinkedIn posts became a way for me to share some of that positivity with others in my network.

DID YOU HAVE ANY FEARS ABOUT BEING AUTHENTIC AND SHARING YOUR OPINIONS IN YOUR POSTS AT FIRST?

Yes, I held back at first, as I was worried about the judgements people would make about me, particularly given the stigma and unconscious bias that exist around disability. It is intimidating to throw your thoughts and opinions out into a digital void, especially if you lack self-confidence (which I did). But as my posts gained traction and more people engaged with my content, my confidence grew and I really found my voice. Today, I would say that authenticity is an intrinsic part of my brand on LinkedIn.

My posting journey was quite lonely at first – it's not easy to shine a spotlight on yourself when you feel 'other'. But I soon discovered that the Legal LinkedInfluencers are an incredible community. Once you are on their radar, they will actively seek to champion, support, uplift and encourage you. And that made all the difference in terms of helping me to feel seen, heard and valued.

WHY DO YOU THINK YOUR POSTS ENCOURAGE YOUR FOLLOWERS TO COMMENT AND ENGAGE?

I think that people engage because I am not afraid to show my humanity, and I share the ups and downs of all aspects of my identity and life (professional and personal). I speak openly and with vulnerability about challenging topics, by drawing on my own experiences – and I think that really resonates with others in the profession and those seeking to enter the profession. But I also seek to share helpful tips and strategies, so there is a practical aspect to my content which I hope people find useful.

DO CLIENTS EVER SAY ANYTHING ABOUT YOUR POSTS TO YOU?

Yes, all the time! It's so heartening to see how many of them pay attention to my content. Several clients have reached out to explore opportunities to collaborate with me on diversity, equity and inclusion.

While I didn't intend my posts to become a business development tool, my content has unexpectedly become a differentiator, helping me to stand out amongst my peers and to stay front of mind with clients. Clients seem to really like the values that I articulate and role-model, alongside my legal expertise.

HAS YOUR SUCCESS ON LINKEDIN INSPIRED OTHER COLLEAGUES TO START USING THE PLATFORM?

I have noticed some people in my network becoming more confident about reacting / commenting on other people's posts, and others are starting to post more often. It would be arrogant to assume that's entirely down to me, but I hope that I've played a small role in helping them to feel more confident about engaging with the platform, and perhaps broken down some of the fear factor that can hold people back. But there are an awful lot of people who still hold back, or that don't see the value in this platform, and those are the hearts and minds that I really want to change.

WHAT WOULD YOU SAY TO OTHERS THAT ARE THINKING OF ADDING THEIR VOICE ON THIS PLATFORM?

Take a leap of faith and go for it! View this as a valuable investment in your career – it requires time and dedication, but the upsides are there for the taking. Posting on LinkedIn has opened so many doors for me, it has been rocket fuel for my career and professional profile, and it has evolved into my unique selling point.

WHAT'S THE MOST SURPRISING RESULT THAT YOU'VE PRODUCED DUE TO YOUR POSTING ON LINKEDIN? OR, HAVE YOU HAD ANY BREAKTHROUGH RESULTS?

One of the most heartening results has been the way that it has helped me to develop connections with people from all over the world, in the legal sector and beyond, who I may otherwise have never connected with. It's truly special when you hear that your impact is rippling across borders and being felt in Kenya, India, America, Ireland, Guernsey and beyond.

HAVE YOU FOUND REAL-LIFE NETWORKING EASIER AS A RESULT OF YOUR PROFILE ON LINKEDIN?

Absolutely! So many people will start a conversation with 'I really liked your post about…'. That instantly gives us a connection and common ground, which helps to eliminate any awkwardness – for both me and them. And it gives me such a boost to know that people have not just read my content, but remembered it for the right reasons.

WHAT'S YOUR PROUDEST MOMENT FOR 2024, GIVEN THAT YOU'VE WON SEVERAL AWARDS AND SEEM TO HAVE BEEN UP TO A LOT OF GOOD THINGS?

Being invited to a King's Garden Summer Party at Buckingham Palace was my standout moment of 2024. My parents were bursting with pride, as I was the first person in my (very large!) extended family to be invited to this. As first-generation immigrants, they never dreamed that their daughter would make it past the black iron gates of the Palace. But featuring in the Shaw Trust Disability Power 100, which is a list of the 100 most influential disabled people in the UK, comes a close second!

WHICH CREATORS WOULD OTHER LEGAL SECTOR PROFESSIONALS BE WISE TO FOLLOW?

There are so many, and I would definitely recommend following everyone in the top 20 – but I have a particular soft spot for those who I have met in real life, including Sophie Wardell, Patrick McCann, Joanna Hughes, Lloyd Rees, Dana Denis-Smith, Michelle Hughes and Charlie Moore. Andrew Hogan's posts about his adventures with his dog Sunny are a huge mood booster, so I'd heartily recommend giving him a follow too!

Reena Parmar
Counsel
Freshfields

FRESHFIELDS



TOP 10 PEOPLE PROFILES

01

JEN SHIPLEY

Jen remains the UK legal sector's most LinkedInfluential lawyer at a top 200 law firm. She outperformed the previous quarter, amassing a frankly jaw-dropping Power Score of 107,548. It would be easy to ascribe that to the birth of her baby, but (as much as we can't wait to meet baby George), it was her posts about rape survivor Gisele Pélicot that topped the charts, alongside her posts about topics that are of direct interest to her clients and potential clients: rainbow babies and medical issues.

She's probably now the most influential voice on the platform for future lawyers, and showcases how to engage with them by authentically sharing her own journey into a legal career. Her posts dominate the best-performing posts chart – she issued 13 of the industry's top 20 best-performing posts this quarter. Oh, and she posts about and names her colleagues more than anyone else in the top 100.



TOP 10 PEOPLE PROFILES

02

SOPHIE WARDELL

Sophie Wardell's LinkedIn presence reflects her kindness, empathy and remarkable ability to connect with others. With over 10,000 comments written or answered in just one quarter, Sophie's engagement is nothing short of extraordinary. Her content feels genuine and conversational, creating a space where ideas and opinions are shared freely and thoughtfully.

What sets Sophie apart is her consistency – both online and in person. She's exactly the same in a chat over coffee as she is in a LinkedIn thread: approachable, warm and open-minded. Sophie doesn't just share her own thoughts; she invites others to join the conversation, fostering a sense of community that is both refreshing and inspiring.

Her posts remind us of the power of generosity – not just in sharing expertise, but in truly listening to others. Sophie's voice on LinkedIn is one that many of us look forward to, a constant source of thoughtful dialogue and human connection.



TOP 10 PEOPLE PROFILES

03

ILANA KATTAN

Ilana Kattan: driving action for Israeli hostages on LinkedIn.

Ilana Kattan has turned LinkedIn into a powerful platform for action, leading the charge to secure freedom for the Israeli hostages held in Gaza. Her posts consistently cut through the noise, blending professional authority with a deeply personal mission that inspires and motivates her audience.

I've seen Ilana use her words to great effect, engaging her network with clarity, compassion and an unwavering focus on justice. She doesn't just raise awareness; she compels people to think, share and act. Her ability to transform complex issues into relatable and urgent calls to action has sparked important conversations across LinkedIn and beyond.

Ilana leads with both her head and her heart, showing what's possible when you combine professional credibility with a purpose that truly matters. She reminds us all that LinkedIn isn't just for business – it's a place where voices like hers can demand and drive real, meaningful change.



TOP 10 PEOPLE PROFILES

04

JON GREGSON

Jon Gregson has a rare (maybe even unique) talent for making us smile while challenging us to think more deeply about work, life and the future of the legal sector. His posts blend sharp wit with genuine insight, showing that humour and a personable approach can enhance – not diminish – the strength of his convictions.

What stands out about Jon is how he tackles big questions about how we work and how the legal profession should evolve. His ability to make us chuckle draws people in, but it's the substance of his ideas and his commitment to progress that keep us engaged. Jon doesn't shy away from pushing against long-held assumptions; instead, he gets behind them, building trust and connection along the way.

Jon exemplifies the best of LinkedIn – someone who informs, inspires and entertains in equal measure.



TOP 10 PEOPLE PROFILES

05

MARK STEPHENS CBE

No-one else on this list uses LinkedIn like Mark Stephens does. Because he's one of a kind. The rules simply do not apply to him.

He rarely, if ever, writes directly about the law on LinkedIn. Instead, his posts often focus on broader cultural, societal or human rights issues, reflecting his interests and expertise beyond the courtroom. He tends to use his platform to highlight stories of justice, activism and fairness, as well as to share personal reflections and champion causes close to his heart. Mainly, he's known for poking fun and making us laugh out loud.

This approach works precisely because it feels authentic to him and to his readers. Rather than focusing on legal technicalities, Mark's posts resonate with a wider audience by addressing the principles and values that underpin his work. By not writing explicitly about the law, he avoids being pigeonholed as "just a lawyer" and instead positions himself as a thought leader and advocate for wider societal change and someone you'd love to have a chat with.

Mark's ability to connect with his audience on a human level, rather than a stiff formal manner, is what makes his LinkedIn presence so compelling. It's an approach that aligns perfectly with his public persona – engaged, insightful and always thinking beyond the immediate confines of the legal profession.



TOP 10 PEOPLE PROFILES

06

JAMES QUARMBY

James once remarked that more lawyers should do what he does: advocate for their clients in public. His rise further up the top ten this quarter is testament to quite how well he has captured the zeitgeist around the UK Government's economic plans and their treatment of farmers and non doms. Of all the people who have strong opinions on LinkedIn, James is the fairest. He's the first to acknowledge if someone is, to his mind, right about a topic, and the first to raise it if he disagrees.

Could more lawyers follow his example and advocate for their clients' positions using LinkedIn? Yes, and I think it would further their careers and their clients' admiration for them. One for junior partners and future partners to follow and model their use of LinkedIn on. And maybe even their broader approach to marketing and business development?



TOP 10 PEOPLE PROFILES

07

JOEL SHEN

When I think of Indonesia, I think of Joel Shen. We've never met, but that's how closely he aligns all his content to the country in which he lives and works. Rather than focusing on the technicalities of his legal expertise, Joel uses his platform to share thoughtful reflections, personal stories and insights on broader societal trends.

His posts stand out for their authenticity and relatability. Joel has a talent for addressing big ideas – whether about leadership, culture, art, or change – with a personal touch that draws readers in. He doesn't just post to be heard; he shares to connect, sparking genuine conversations across his network.

There's a lot of heart in his posts. A lot.



TOP 10 PEOPLE PROFILES

08

PATRICK MCCANN

LinkedIn's most colourful personality? Patrick McCann's LinkedIn contributions reflect the same qualities that have defined his impressive career – insight, generosity, a zest for life and an eye for the bigger picture. As he prepares to leave Linklaters, Patrick's posts feel like a masterclass in thoughtful leadership, offering reflections on the legal profession, workplace culture and the connections that make a career meaningful.

He balances quick-wittedness and professionalism with approachability. His posts often touch on the human side of work, showing genuine appreciation for colleagues, lessons learned and the importance of collaboration. This relatable tone, combined with his deep industry knowledge and uncompromising integrity, resonates with readers at every level.

Let's hope that the end of his spell at Links doesn't spell an end to his contributions on LinkedIn. Far from it, in fact.



TOP 10 PEOPLE PROFILES

09

EMMA GEALE

Emma Geale's LinkedIn posts stand out for their honesty and warmth. She has a way of sharing her experiences and thoughts that feels refreshingly grounded, whether she's reflecting on workplace culture, technical updates, leadership or the realities of life in the legal world.

Emma writes with clarity and an approachable tone, inviting her audience to think, engage and sometimes just smile along with her. She gets straight to the heart of what matters, sharing insights that feel genuine and relatable.

What makes Emma's contributions so engaging is her ability to connect on a personal level without losing sight of the bigger picture. Her posts remind us that professional spaces can be human, too – and that some of the best ideas come from open, honest conversations. Emma's voice is one that many of us in the legal profession look forward to hearing.

Her content resides in the middle of a coffee/private client/Taylor Swift Venn Diagram.



TOP 10 PEOPLE PROFILES

10

MATT SCHWARTZ

Matt Schwartz's LinkedIn contributions reflect his thoughtful, grounded approach to both his work and the wider world. As a leader in DLA Piper's US Finance Practice, Matt shares insights that go beyond technical expertise, focusing on the human side of leadership, coaching, mentorship and professional growth.

Matt has a way of making complex ideas accessible and engaging. Whether he's reflecting on trends in venture and growth lending or the importance of supporting underrepresented voices in law, his posts always strike a balance between being informative and relatable. He doesn't just share his expertise – he invites his audience to think, reflect and engage in meaningful dialogue.

What makes Matt's voice so compelling is his genuine commitment to mentorship, community, the next generation and his family. His posts remind us that leadership isn't just about technical skill but about helping others succeed and creating space for important conversations. It's this approachable, people-focused perspective that sets him apart. A class apart.



TOP 10 POSTS

01

POSTED BY
Jen Shipley

POWER SCORE
10,024

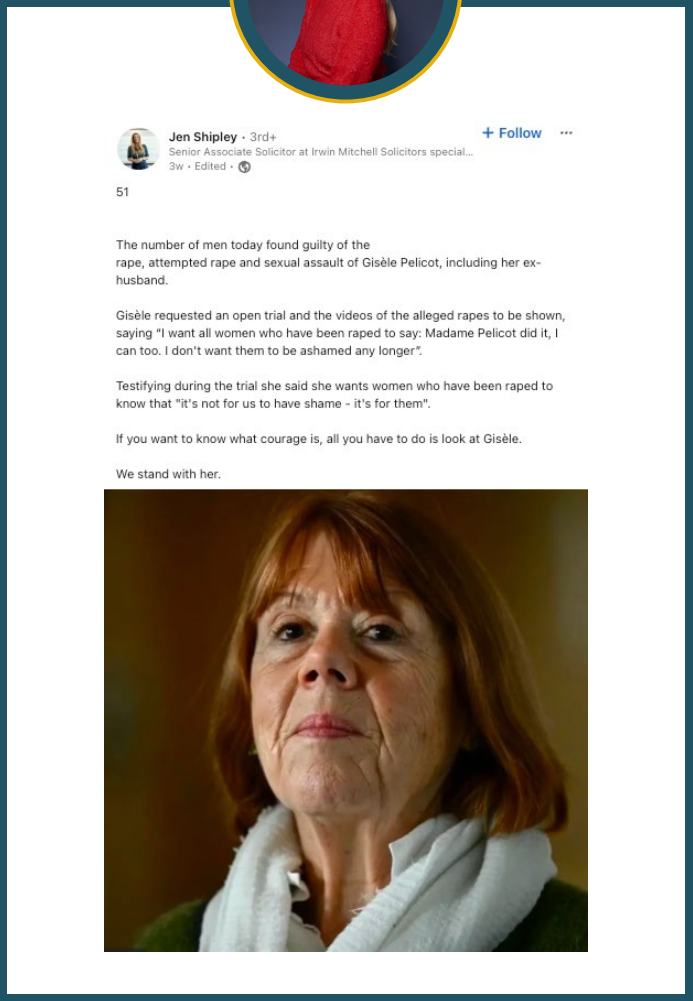
LIKES
8,840

COMMENTS
296

WHAT WE LOVE ABOUT THIS POST

> Its directness and bold approach; appropriate for such a groundbreaking case. This is an excellent use of the platform, broadcasting an important message about sexual abuse, something which is often not spoken about enough in the industry.





VIEW THE POST HERE

TOP 10 POSTS

02



POSTED BY
Jen Shipley

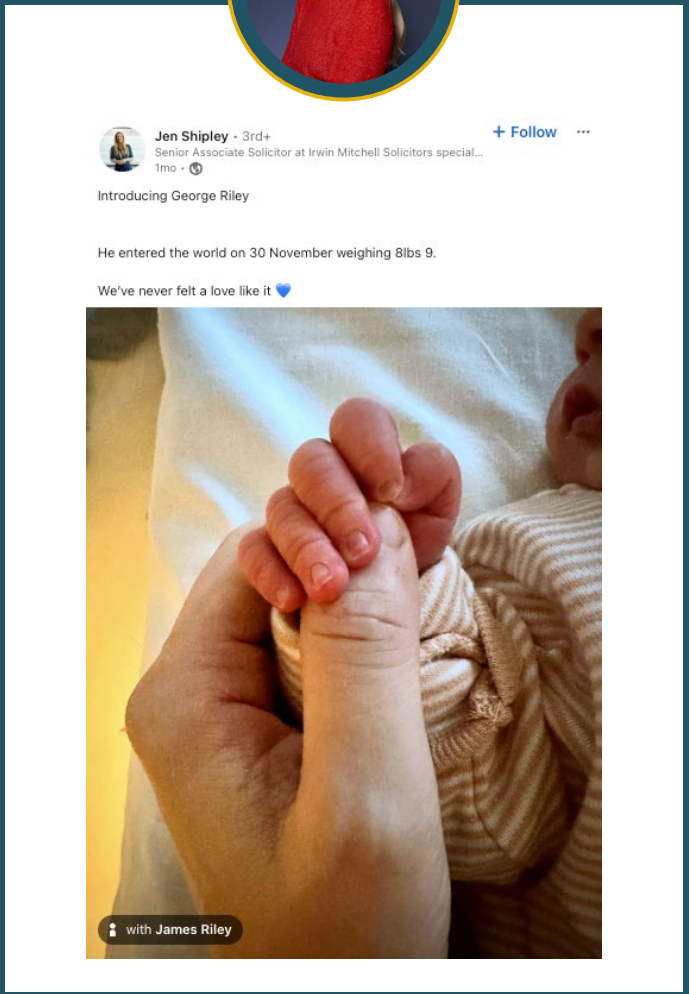
POWER SCORE
6,602

LIKES
3,198

COMMENTS
851

WHAT WE LOVE ABOUT THIS POST

> How it completely broke LinkedIn for a day... with Jen being so well-known on and off the platform, and with many expecting the news, this was a great day for everyone.
>
> We're still smiling!



VIEW THE POST HERE

TOP 10 POSTS

03

POSTED BY
Sophie Wardell

POWER SCORE
3,133

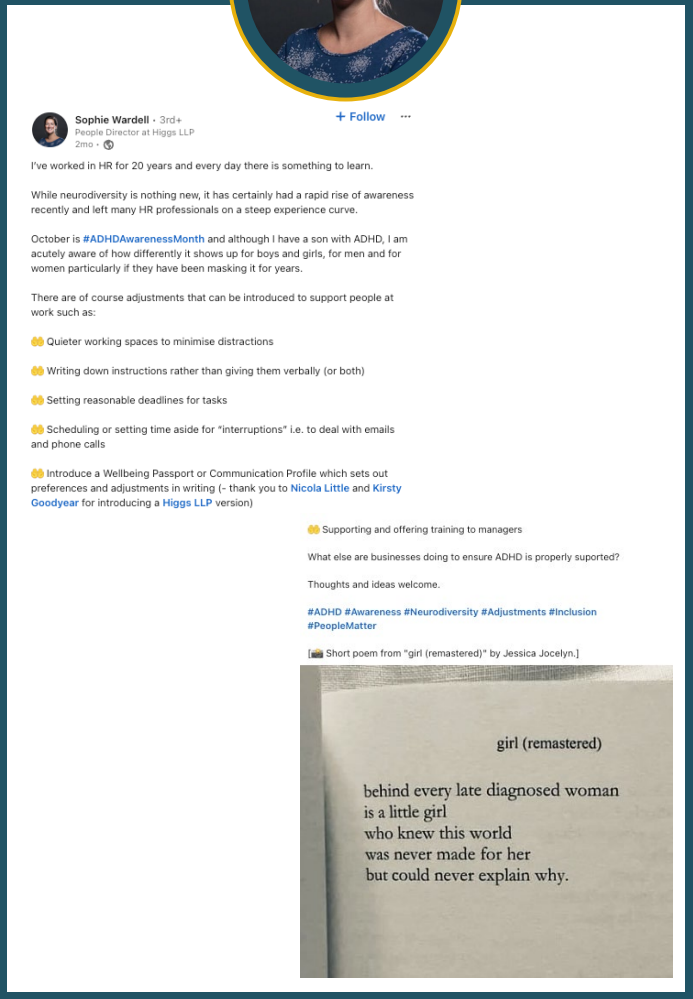
LIKES
2,305

COMMENTS
207

WHAT WE LOVE ABOUT THIS POST

> How it provides practical tips for building mechanisms to better accommodate ADHD in the workplace – a useful #ADHDAwarenessMonth post, which also encourages others to share their ideas... great!





Sophie Wardell · 3rd+
People Director at Higgs LLP
2mo ·

+ Follow ···

I've worked in HR for 20 years and every day there is something to learn.

While neurodiversity is nothing new, it has certainly had a rapid rise of awareness recently and left many HR professionals on a steep experience curve.

October is #ADHDAwarenessMonth and although I have a son with ADHD, I am acutely aware of how differently it shows up for boys and girls, for men and for women particularly if they have been masking it for years.

There are of course adjustments that can be introduced to support people at work such as:

🤲 Quieter working spaces to minimise distractions

🤲 Writing down instructions rather than giving them verbally (or both)

🤲 Setting reasonable deadlines for tasks

🤲 Scheduling or setting time aside for "interruptions" i.e. to deal with emails and phone calls

🤲 Introduce a Wellbeing Passport or Communication Profile which sets out preferences and adjustments in writing (- thank you to Nicola Little and Kirsty Goodyear for introducing a Higgs LLP version)

🤲 Supporting and offering training to managers

What else are businesses doing to ensure ADHD is properly suported?

Thoughts and ideas welcome.

#ADHD #Awareness #Neurodiversity #Adjustments #Inclusion #PeopleMatter

[📷 Short poem from "girl (remastered)" by Jessica Jocelyn.]

VIEW THE POST HERE

TOP 10 POSTS

04

POSTED BY
Amelia Platton

POWER SCORE
2,974

LIKES
2,394

COMMENTS
145

WHAT WE LOVE ABOUT THIS POST

> All of it. It's a post that's both sarcastic and insightful – real and relatable. It's difficult not to resonate with it. It's so very human. 'I am absolutely honoured, humbled and so, so pleased and excited to announce'... the 'so, so' sums this post up for us.



Amelia Platton · 3rd+
Final seat Trainee Solicitor - Clifford Chance (Munich) - Th...
2mo · Edited ·

+ Follow

I am absolutely honoured, humbled and so, so pleased and excited to announce that last week as a Lawyer I:

- Completely missed the point of a task because I took the instructions too literally;

- Forgot to eat or drink for nine hours straight last Thursday because I was hyper-focusing;

- Left the dishes in my sink way longer than I should have, even though I worked from home 50% of the week;

- Cried over a piece of harmless feedback;

- Had one interaction where I completely minced my words and spent the whole evening curled up trying to forget it;

- Rewrote a LinkedIn post not once, not twice, but 17 times;

- Realised I had completely blanked a member of my NDLP team for a month;

- Let a TikTok comment affect me so much that I had to come off the app for two days;

- Didn't sleep for a whole night because I was up thinking about qualification and what comes next, but told my friend it hadn't even crossed my mind;

- Ended up doing a task at 2 a.m. that executive dysfunction stopped me from doing during the day;

- Barely processed anything in a meeting (Amelia – 0, Transcribing software – 1);

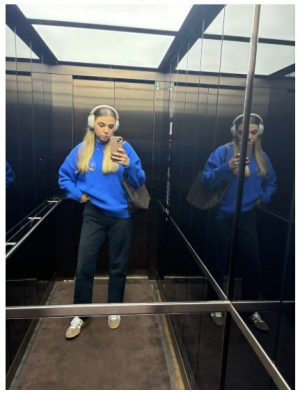
- Missed the return period for a expensive jumper, so now I'm stuck with it forever;

- Slept in until noon on the public holiday, even though I was meant to set off early for a trip.

Corporate life is not always polished and perfect, especially for neurodivergent people. It's real, raw and sometimes downright messy. But that is completely fine, just no one is broadcasting this stuff.

Sharing the highs and lows, flaws and all, because this is life, Linkedin-worthy or not.

[Photo description - Amelia (blonde hair, brown eyes) wearing a bright blue jumper, beige headphones and black jeans, taking a photo in a mirror in the lift]



VIEW THE POST HERE

TOP 10 POSTS

05

POSTED BY
Mark Stephens CBE

POWER SCORE
2,875

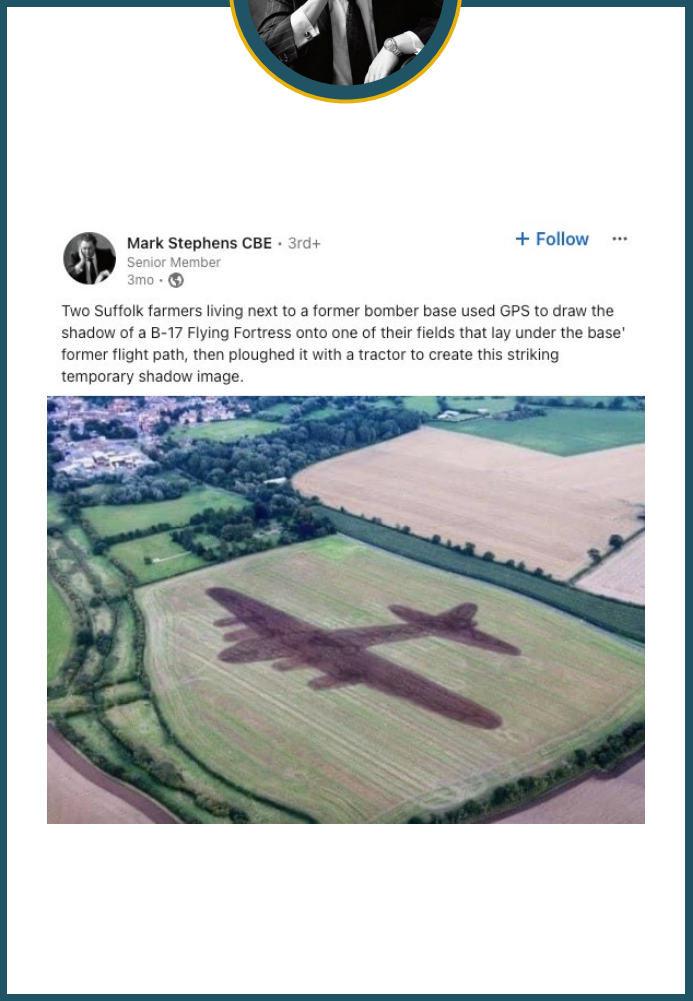
LIKES
2,419

COMMENTS
114

WHAT WE LOVE ABOUT THIS POST

> Its simplicity. A simple post, for a simple (but laborious) act of ploughing, yet with so much significance. Something about this act resonated with people. The aeroplane shadow/ploughed field juxtaposition of industry and nature has an inherently interesting quality, which the success of the post echoes.





VIEW THE POST HERE

TBD

TOP 10 POSTS

06

POSTED BY
Jen Shipley

POWER SCORE
2,735

LIKES
2,375

COMMENTS
90

WHAT WE LOVE ABOUT THIS POST

> Despite their graphic nature, Jen does not hesitate to elaborate on the details of the case to convey its significance. This is what courage looks like. Gisèle will indeed be remembered.



Jen Shipley · 3rd+
Senior Associate Solicitor at Irwin Mitchell Solicitors special...
1mo · Edited · + Follow ···

This is Gisèle Pelicot

The French woman who testified in court this week against her ex husband who is on trial for drugging and raping her when they were married, and inviting dozens of other men to rape her; allegations he admits. The majority of the other 50 men on trial have denied they raped her.

She was asked about her decision to continue using the surname "Pelicot".

Gisèle poignantly said "I have grandchildren who are called that.

"Today, I want them to be proud of their grandmother.

"My name is known across the world now. They shouldn't be ashamed of carrying that name.

"Today we will remember Gisèle Pelicot."

Gisèle, you will be remembered not just today, but forever.



VIEW THE POST HERE

TOP 10 POSTS

07

POSTED BY
Sophie Wardell

POWER SCORE
2,714

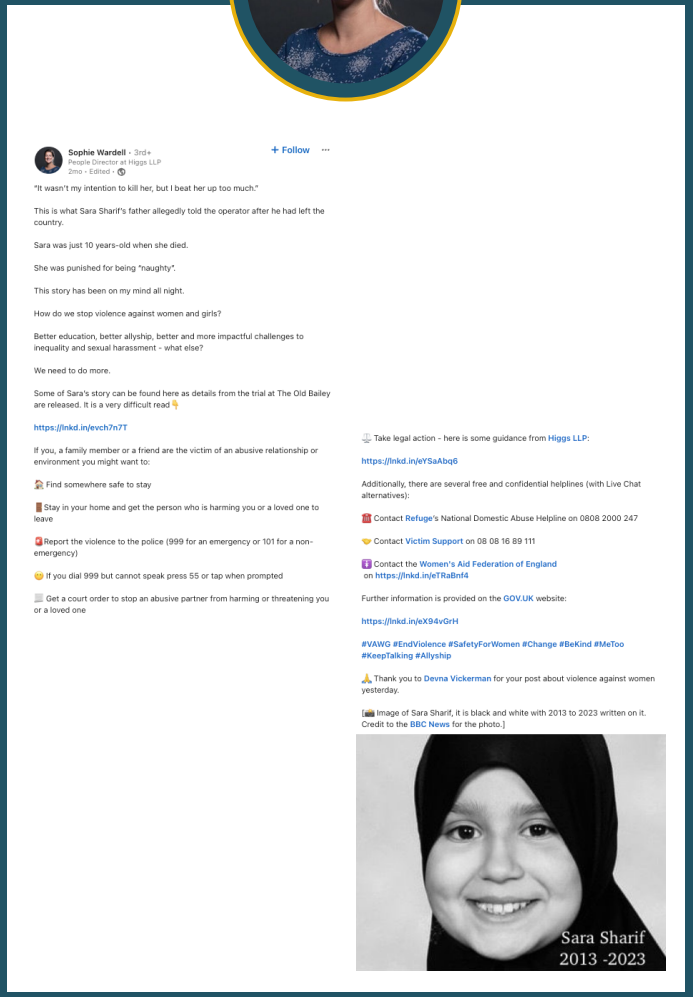
LIKES
1,370

COMMENTS
336

WHAT WE LOVE ABOUT THIS POST

> Its approach to such a sensitive case, offering immediate advice to individuals, friends and family who suffer from abuse. It's clear: we all need to 'do more'; it's great to see a platform of this size used in this way.





Sophie Wardell · 3rd+
People Director at Higgs LLP
2mo · Edited · + Follow

"It wasn't my intention to kill her, but I beat her up too much."

This is what Sara Sharif's father allegedly told the operator after he had left the country.

Sara was just 10 years-old when she died.

She was punished for being "naughty".

This story has been on my mind all night.

How do we stop violence against women and girls?

Better education, better allyship, better and more impactful challenges to inequality and sexual harassment - what else?

We need to do more.

Some of Sara's story can be found here as details from the trial at The Old Bailey are released. It is a very difficult read👇

https://lnkd.in/evch7n7T

If you, a family member or a friend are the victim of an abusive relationship or environment you might want to:

🏠 Find somewhere safe to stay

🚪 Stay in your home and get the person who is harming you or a loved one to leave

📮 Report the violence to the police (999 for an emergency or 101 for a non-emergency)

👂 If you dial 999 but cannot speak press 55 or tap when prompted

📄 Get a court order to stop an abusive partner from harming or threatening you or a loved one

⚖️ Take legal action - here is some guidance from Higgs LLP:

https://lnkd.in/eYSaAbq6

Additionally, there are several free and confidential helplines (with Live Chat alternatives):

☎️ Contact Refuge's National Domestic Abuse Helpline on 0808 2000 247

🤝 Contact Victim Support on 08 08 16 89 111

🚺 Contact the Women's Aid Federation of England on https://lnkd.in/eTRaBnf4

Further information is provided on the GOV.UK website:

https://lnkd.in/eX94vGrH

#VAWG #EndViolence #SafetyForWomen #Change #BeKind #MeToo #KeepTalking #Allyship

🙏 Thank you to Devna Vickerman for your post about violence against women yesterday.

[📸 Image of Sara Sharif, it is black and white with 2013 to 2023 written on it. Credit to the BBC News for the photo.]

VIEW THE POST HERE

TOP 10 POSTS

08

POSTED BY
Patrick McCann

POWER SCORE
2,703

LIKES
907

COMMENTS
449

WHAT WE LOVE ABOUT THIS POST

> The tone... it's nothing short of captivating. This is authenticity exemplified, giving a real sense of Patrick's background and character, and making you want to learn more. It's so very engaging. 'Need a plan? McCann.' Just fantastic.



Patrick McCann · 3rd+ + Follow
Director Learning @ Linklaters | Legal Practice, Chair *unst...
3w ·

#BigNews

In every class at school, my hand was always first up. *Every* question, I gave answering a go.
At all three universities, I turned up to all the lectures, wrote copious notes, always did the prep, got into the debates, gained the grades.
Holidays I jobbed - in hotels, pubs, holiday parks, pools, factories, shops, car parks, kiosks
At post-uni work, I worked. And worked and worked. And worked some more. Always more than (strictly) necessary. Work hard: hard work.
For 22 years, I did two jobs, teaching 14,000 exercise classes alongside full-on full-time learning roles in four prestigious, high-octane law firms. It was a blast.
For five years, I ran a 50-strong, auditionless dance troupe at London and Brighton Prides. Front page stuff. #TrueStory
And I took on extra, extra work roles - for committees, for societies, for initiatives, for groups, for people, for causes, for purpose.

It is who I am. What I am known for. #ADHD

Every social occasion, I am the life and soul
Want something done? Patrick's your man
Need a plan? McCann
Room need invigorating? Call in that trainer with the trainers
Ambitious to grow The Thing? Who's that loud gay guy?
Need a speaker who can rock it? #ChattyPatty
Get the impossible possibleized? That CLLS guy
Want awards? P McC wins those

And so it has been for nigh-on 50 years.

And I have loved it.

And it has exhausted me.

And now I need to do something else.

Which might be nothing at all.

Surrounded by my family, #FoundFamily, friends, fields, books, art, sofas, cafes, coffees, sleeping opportunities.

I am *beyond delighted* to share that I shall be retiring from Linklaters (and full-time work) from the end of next month.

I look forward to whatever's next, whatever that might be. Or not be.

The time I gain and choice of how to spend it shall be immense.

Some truths:

So many have helped
I am older than I dress
I am as old as my face looks up close
I am younger than I feel
My dogs will love this
My husband is terrified of 24/7/365 exposure to his husband
I cannot wait

Linklaters peeps - get to me fast if you want me
Everyone else - talk to me when suits, I'm talkative

Stay in touch!

(Image: me dressed in cap and sequinned bomber in front of a neon sign of smiley faces. My face is smiley.)



VIEW THE POST HERE

TOP 10 POSTS

09

POSTED BY
Jen Shipley

POWER SCORE
2,693

LIKES
2,329

COMMENTS
91

WHAT WE LOVE ABOUT THIS POST

> How, much like other posts from Jen on this matter, it lets Gisèle Pelicot's case speak for itself. It lays out the shocking details and highlights the need for more discussion about sexual abuse; again, promoting a broader conversation in the sector.



Jen Shipley · 3rd+
Senior Associate Solicitor at Irwin Mitchell Solicitors special...
2mo · + Follow ···

This is Gisèle Pelicot

The French woman who testified in court this week against her ex husband who is on trial for drugging and raping her when they were married, and inviting dozens of other men to rape her; allegations he admits. The majority of the other 50 men on trial have denied they raped her.

Gisèle requested an open trial and the videos of the alleged rapes to be shown, saying "I want all women who have been raped to say: Madame Pelicot did it, I can too. I don't want them to be ashamed any longer".

She told the court she wants women who have been raped to know that "it's not for us to have shame - it's for them".

If you want to know what courage is, all you have to do is look at Gisèle.

Photo: Getty



VIEW THE POST HERE

TBD

TOP 10 POSTS

10

POSTED BY
Joel Shen

POWER SCORE
2,606

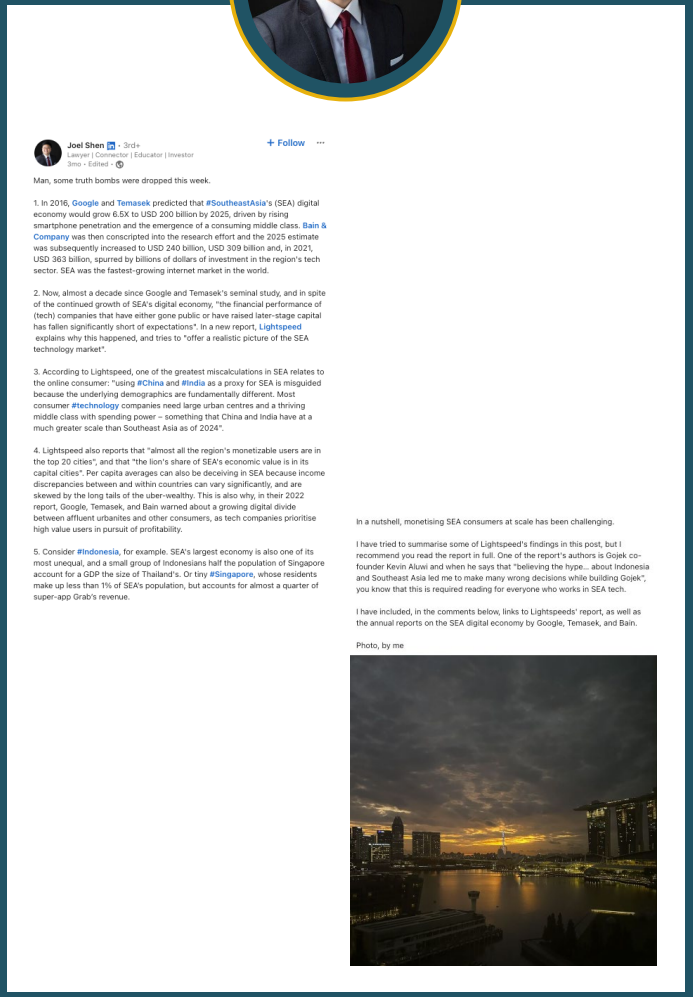
LIKES
2,142

COMMENTS
116

WHAT WE LOVE ABOUT THIS POST

> The post's approach, given the scale of Lightspeed's report on Southeast Asia's digital economy. Its structure allows the data and Joel's views to breathe, without oversaturating the post. Great.





Joel Shen • 3rd+
Lawyer | Connector | Educator | Investor
3mo • Edited •

+ Follow

Man, some truth bombs were dropped this week.

1. In 2016, Google and Temasek predicted that #SoutheastAsia's (SEA) digital economy would grow 6.5X to USD 200 billion by 2025, driven by rising smartphone penetration and the emergence of a consuming middle class. Bain & Company was then conscripted into the research effort and the 2025 estimate was subsequently increased to USD 240 billion, USD 309 billion and, in 2021, USD 363 billion, spurred by billions of dollars of investment in the region's tech sector. SEA was the fastest-growing internet market in the world.

2. Now, almost a decade since Google and Temasek's seminal study, and in spite of the continued growth of SEA's digital economy, "the financial performance of (tech) companies that have either gone public or have raised later-stage capital has fallen significantly short of expectations". In a new report, Lightspeed explains why this happened, and tries to "offer a realistic picture of the SEA technology market".

3. According to Lightspeed, one of the greatest miscalculations in SEA relates to the online consumer: "using #China and #India as a proxy for SEA is misguided because the underlying demographics are fundamentally different. Most consumer #technology companies need large urban centres and a thriving middle class with spending power – something that China and India have at a much greater scale than Southeast Asia as of 2024".

4. Lightspeed also reports that "almost all the region's monetizable users are in the top 20 cities", and that "the lion's share of SEA's economic value is in its capital cities". Per capita averages can also be deceiving in SEA because income discrepancies between and within countries can vary significantly, and are skewed by the long tails of the uber-wealthy. This is also why, in their 2022 report, Google, Temasek, and Bain warned about a growing digital divide between affluent urbanites and other consumers, as tech companies prioritise high value users in pursuit of profitability.

5. Consider #Indonesia, for example. SEA's largest economy is also one of its most unequal, and a small group of Indonesians half the population of Singapore account for a GDP the size of Thailand's. Or tiny #Singapore, whose residents make up less than 1% of SEA's population, but accounts for almost a quarter of super-app Grab's revenue.

In a nutshell, monetising SEA consumers at scale has been challenging.

I have tried to summarise some of Lightspeed's findings in this post, but I recommend you read the report in full. One of the report's authors is Gojek co-founder Kevin Aluwi and when he says that "believing the hype... about Indonesia and Southeast Asia led me to make many wrong decisions while building Gojek", you know that this is required reading for everyone who works in SEA tech.

I have included, in the comments below, links to Lightspeeds' report, as well as the annual reports on the SEA digital economy by Google, Temasek, and Bain.

Photo, by me

VIEW THE POST HERE

TOP 100



NO. 1 – JEN SHIPLEY
IRWIN MITCHELL



NO. 2 – SOPHIE WARDELL
HIGGS LLP



NO. 3 – ILANA KATTAN
HOGAN LOVELLS



NO. 4 – JON GREGSON
WEIGHTMANS



NO. 5 – MARK STEPHENS CBE
HOWARD KENNEDY LLP



NO. 6 – JAMES QUARMBY
STEPHENSON HARWOOD LLP



NO. 7 – JOEL SHEN
WITHERS LLP



NO. 8 – PATRICK MCCANN
LINKLATERS



NO. 9 – EMMA GEALE
MILLS & REEVE LLP



NO. 10 – MATT SCHWARTZ
DLA PIPER

TBD



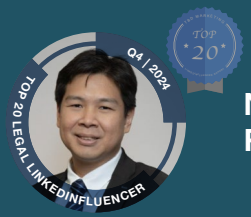
NO. 11 – RUBINA FERREIRA
WOODSTOCK LEGAL



NO. 12 – JON BAINES
MISHCON DE REYA



NO. 13 – AMELIA PLATTON
CLIFFORD CHANCE



NO. 14 – YUANKAI LIN
RPC



NO. 15 – SALMA MAQSOOD
THRINGS



NO. 16 – JUSTIN FARRANCE
A&O SHEARMAN



NO. 17 – SARAH JACKSON
IBB



NO. 18 – CALEB ADEBAYO
LINKLATERS



NO. 19 – JULIET SCHALKER
DEBENHAMS OTTAWAY



NO. 20 – DAVID MILLIGAN
NORTON ROSE FULBRIGHT

TOP 21 - 50

Q4 2024 RANKING	NAME	FIRM	OVERALL POWER SCORE	Q3 2024 RANK	UP/DOWN
21	Paweł Sawicki	Bird & Bird	6,647	18	-3
22	Tom Grogan	Mishcon de Reya	5,759	37	15
23	Michelle Hughes	Higgs LLP	5,656	23	0
24	Adam Rose	Mishcon de Reya	5,561	25	1
25	Paul Verrico	Eversheds Sutherland	5,447	19	-6
26	David James Lister	Ward Hadaway	5,352	NEW	N/A
27	John Gibson	Kennedys	5,281	20	-7
28	Nic Elliott	Actons Solicitors	5,219	NEW	N/A
29	Yetunde Dania	Trowers & Hamlins	4,904	21	-8
30	Reena Parmar	Freshfields	4,753	51	21
31	Raymond Sun	Herbert Smith Freehills	4,610	26	-5
32	Kim Lehal	RWK Goodman	4,573	54	22
33	Tom Platts	Stephenson Harwood LLP	4,571	52	19
34	Charlie Moore	Kingsley Napley LLP	4,565	39	5
35	Jonathan Whettingsteel	Dutton Gregory Solicitors	4,557	34	-1
36	Ben Giaretta FCIArb CArb	Fox Williams	4,494	79	43
37	Leah Burrows	VWV	4,277	36	-1
38	Eloise Butterworth	Lester Aldridge	4,276	NEW	N/A
39	Boris Feldman	Freshfields	4,264	53	14
40	Eleonora Rosati	Bird & Bird	4,210	47	7
41	Marco Mendola	TLT LLP	4,137	61	20
42	Oluwapelumi Amanda Adeola	BHP Law	4,066	49	7
43	Keeley Lengthorn	RWK Goodman	4,040	30	-13
44	Kristina Stiles	Leigh Day	3,929	56	12
45	Jayne McGlynn	DWF	3,839	88	43
46	Jacqui Rhule-Dagher	Hogan Lovells	3,803	33	-13
47	Chloe Lake	Wilson Browne	3,795	87	40
48	Claire Petts	Clyde & Co	3,791	81	33
49	Angus Walker	Broadfield UK	3,692	41	-8
50	Noel Roberts	Taylor Rose	3,645	22	-28

TOP 51 - 80

Q4 2024 RANKING	NAME	FIRM	OVERALL POWER SCORE	Q3 2024 RANK	UP/DOWN
51	Daniel Herman	Stewarts	3,618	NEW	N/A
52	Victoria Quinn	Wilkin Champman	3,598	NEW	N/A
53	David Hardy	CMS	3,590	98	45
54	Lauren Hartigan-Pritchard	Higgs LLP	3,563	NEW	N/A
55	David Smith	JMW Solicitors LLP	3,444	NEW	N/A
56	Siân Jackson	Mills & Reeve	3,385	NEW	N/A
57	Charlotte Clode	FBC Manby Bowdler LLP	3,337	NEW	N/A
58	Joanna Gosling	Irwin Mitchell	3,190	NEW	N/A
59	Thorrun Govind	Brabners	3,174	71	12
60	Samantha Hope	Shoosmiths LLP	2,946	43	-17
61	Musab Hemsi	Anderson Strathern	2,921	45	-16
62	Jeanne Kelly	Browne Jacobson LLP	2,841	63	1
63	Glyn Morris	Higgs LLP	2,839	85	22
64	John Andrews	JMW Solicitors LLP	2,838	69	5
65	Peter Humpherson	Higgs LLP	2,732	NEW	N/A
66	Emma Davies	Everys Solicitors	2,731	NEW	N/A
67	Sian Wharf	Eversheds Sutherland	2,665	NEW	N/A
68	Alex Gregory-Chialton	Dutton Gregory Solicitors	2,618	82	14
69	Ben Troke	Weightmans	2,616	92	23
70	Kerry Westland	Addleshaw Goddard	2,589	57	-13
71	Matt Skipper	Mills & Reeve LLP	2,516	67	-4
72	Victoria Walker	Moore Barlow LLP	2,513	73	1
73	Aysha Chouhdary	Geldards LLP	2,508	NEW	N/A
74	Claire Archibald	Browne Jacobson	2,471	NEW	N/A
75	Daniel Heymann	Dentons	2,445	NEW	N/A
76	Samantha Robinson	gunnercooke	2,424	NEW	N/A
77	Vikki Woodfine	DWF	2,422	72	-5
78	Laura Hadzik	JMW Solicitors LLP	2,412	NEW	N/A
79	Adam Soames	Ashurst	2,408	NEW	N/A
80	Amardeep Gill	Trowers & Hamlins	2,403	NEW	N/A

TOP 81 - 100

Q4 2024 RANKING	NAME	FIRM	OVERALL POWER SCORE	Q3 2024 RANK	UP/DOWN
81	Marianne Privett	Venner Shipley	2,401	NEW	N/A
82	Chris Hallam	CMS	2,372	NEW	N/A
83	Aziz Deen	Foot Anstey LLP	2,358	32	-51
84	Cliff Fluet	Lewis Silkin	2,325	NEW	N/A
85	Shabnam Ali-Khan	Russell-Cooke Solicitors	2,323	66	-19
86	David Sayce	Forsters LLP	2,312	NEW	N/A
87	Emma Mack	Clifford Chance	2,300	NEW	N/A
88	Rishi Kohli	Norton Rose Fulbright	2,273	NEW	N/A
89	Omar Negm	Linklaters LLP	2,263	NEW	N/A
90	Dr Simone Kämpfer	Freshfields	2,254	95	5
91	Gary Miller	Mishcon de Reya	2,250	NEW	N/A
92	Laura Hughes	Browne Jacobson LLP	2,219	NEW	N/A
93	Tim Lennox	Kennedys	2,204	75	-18
94	Steven Cox	Keoghs	2,202	76	-18
95	Mason Sherman	Mishcon de Reya	2,124	38	-57
96	Darryl Cross	Norton Rose Fulbright	2,115	NEW	N/A
97	Ben Stansfield	Gowling WLG	2,110	NEW	N/A
98	James Stewart	Penningtons Manches Cooper LLP	2,100	NEW	N/A
99	Kayleigh Brown	Wilson Browne	2,073	NEW	N/A
100	Ian McCann	Legal Studio	2,062	NEW	N/A

TOP 10 PEOPLE BY HIGHEST GROWTH

RANK	NAME	FIRM	RISE IN Q4 V Q3
1	Ben Stansfield	Gowling WLG	314.54%
2	Caleb Adebayo	Linklaters	291.41%
3	Omar Negm	Linklaters	261.50%
4	Aysha Chouhdary	Geldards LLP	186.48%
5	Eloise Butterworth	Lester Aldridge	183.86%
6	Chris Hallam	CMS	178.08%
7	David James Lister	Ward Hadaway	173.29%
8	Daniel Herman	Stewarts	158.98%
9	Matt Schwartz	DLA Piper	113.90%
10	Ben Giaretta FCIArb CArb	Fox Williams	94.38%

TOP 10 PEOPLE FOR TOTAL LIKES

RANK	NAME	FIRM	TOTAL LIKES IN Q4
1	Jen Shipley	Irwin Mitchell	63,587
2	Ilana Kattan	Hogan Lovells	31,161
3	Sophie Wardell	Higgs LLP	19,602
4	Mark Stephens CBE	Howard Kennedy LLP	18,488
5	Joel Shen	Withers LLP	13,944
6	Jon Gregson	Weightmans	12,039
7	James Quarmby	Stephenson Harwood LLP	9,926
8	Patrick McCann	Linklaters	6,729
9	Amelia Platton	Clifford Chance	6,320
10	Justin Farrance	A&O Shearman	6,154

TOP 10 PEOPLE FOR TOTAL COMMENTS

RANK	NAME	FIRM	TOTAL COMMENTS IN Q4
1	Sophie Wardell	Higgs LLP	10,200
2	Jen Shipley	Irwin Mitchell	7,777
3	Jon Gregson	Weightmans	5,122
4	Mark Stephens CBE	Howard Kennedy LLP	4,951
5	Ilana Kattan	Hogan Lovells	3,033
6	Emma Geale	Mills & Reeve LLP	2,374
7	James Quarmby	Stephenson Harwood LLP	2,240
8	Patrick McCann	Linklaters	2,162
9	Joel Shen	Withers LLP	1,706
10	Matt Schwartz	DLA Piper	1,577

FEWEST POSTS BY PERSON TO GET RANKED

RANK	NAME	FIRM	NUMBER OF POSTS IN Q4
1	Adam Soames	Ashurst	3
2	Omar Negm	Linklaters	5
3	Dr Simone Kämpfer	Freshfields	7
4	Lee Doyle	Ashurst	7
5	Amelia Platton	Clifford Chance	8

The above five people ranked in the top 100 even though they posted ten or fewer posts this quarter.

Q&A: HELEDD WYN

WHEN DID YOU DECIDE TO START TO USE LINKEDIN TO SHARE POSTS, AND WHY?

I am a pretty long-standing user of LinkedIn, starting my journey while working in a small boutique firm. I started to post things that interested me, as I saw it as a way of engaging in a much larger community.

DID YOU HAVE ANY FEARS ABOUT BEING AUTHENTIC AND SHARING YOUR OPINIONS IN YOUR POSTS AT FIRST?

Yes! I played it very safe to start with – posting news articles and then engaging with the commentators. After that, I became braver and realised that if I was willing to stand up in person and say it, then why not say it online?

WHY DO YOU THINK YOUR POSTS ENCOURAGE YOUR FOLLOWERS TO COMMENT AND ENGAGE?

Hopefully because they realise I am human!

DO CLIENTS EVER SAY ANYTHING ABOUT YOUR POSTS TO YOU?

Yes! Nearly every time I meet someone for a coffee (which, as anyone who knows me, is often!) I get told that my posts are really engaging and how much people enjoy them.

NOW THAT YOU'VE MOVED TO A SMALLER FIRM, HAVING PREVIOUSLY WORKED AT A LARGER FIRM, WOULD YOU RECOMMEND TO ALL SOLICITORS THAT THEY EXPERIENCE LIFE AT BOTH SIZES OF FIRMS AT SOME POINT IN THEIR CAREER?

I cannot recommend this enough! Where else do you get the opportunity to connect to people around the world from the comfort of your desk/armchair? LinkedIn is an amazing platform to sell your services, learn from others and then, best of all, meet in real life and feel that you have already made a connection. My personal brand has always been separate to the firms I have worked for, so it has been so helpful to be able to use that branding to be much more independent.

HOW DO YOU GO ABOUT GROWING YOUR NETWORK? IS YOUR NETWORK CONFINED TO BRISTOL, OR DO YOU HAVE CONTACTS IN LONDON AND ELSEWHERE, LIKE WALES?

I've been growing my network a long time. I have contacts all around the UK and indeed the world – from the US to Singapore and Australia. This might seem a little random for a UK-based solicitor, but you'd be surprised at who might need/want legal advice (if not for themselves, then for others).

HAVE YOU FOUND REAL-LIFE NETWORKING EASIER AS A RESULT OF YOUR PROFILE ON LINKEDIN?

Without a shadow of a doubt. Not only do we have something to talk about when we meet, but people recognise me and want to ask me about what I do

– without having to do any sort of sales pitch, which is really refreshing.

HOW DOES WORK FIND ITS WAY TO YOU? AND HAVE YOU WON WORK THROUGH LINKEDIN?

By and large, through word of mouth. And very much so – I consider it a form of digital word-of-mouth platform. Reaching out via LinkedIn messages feels a lot less intimidating than trying to speak to me via the more formal channels. I definitely notice that people like the ability to simply drop me (rather than my firm) a line.

WHICH CREATORS WOULD OTHER LEGAL SECTOR PROFESSIONALS BE WISE TO FOLLOW?

Obviously, make contact with those in the industry; but I find that following people in industries that are not legal incredibly helpful – because getting a fresh perspective from, say, people working in tech/software is incredibly useful to understand what challenges are coming down the line. LinkedIn is a whole world of opportunity to learn.

WHERE DID YOUR LOVE OF COFFEE COME FROM, AND WHY IS IT THAT YOU MISTAKENLY DON'T PUT MILK INTO IT?

Haha – this dates back to a truly heinous instant coffee machine experience – much coffee was consumed, but the powdered milk that came with it made the coffee unbearable!

WHAT'S YOUR FAVORITE COFFEE SHOP IN BRISTOL AT THE MOMENT, BEFORE WE GET GOING ON OUR COFFEE CAMPAIGN?

It has to be Spicer + Cole – but there are so many to choose from and I am looking forward to all the imminent coffee tasting!

Heledd Wyn
Partner
Rothley Law

ROTHLEY LAW



TOP 20 INDIES

We have a wider range of independents represented in the Q4 list than ever before. The list is made up of those people who work at SRA-regulated firms and who score at least as highly as the person in 100th place on the main firms' list.

The freedom with which independents operate means that we rank them separately. Whilst they have regulatory and other obligations, there's less peer pressure when you're the founder of a firm to do things the way that fellow partners would require if you were at a larger firm.

A lot of the approaches that are taken on LinkedIn by lawyers and professionals at the larger firms emanate from the indies group. So if you have yet to follow any of the names on this list, I'd recommend that you do. They're great for a referral and to inspire your own approach to using LinkedIn.

TOP 20 INDIES



NO. 1 – EVA PRESKEY
BIVONAS LAW LLP



NO. 2 – HENRY CASE
THRIVE LAW



NO. 3 – AMY COUSINEAU MASSEY
ARCH LAW



NO. 4 – HELEDD WYN
ROTHLEY LAW



NO. 5 – CRAIG KELLY
AQUABRIDGE LAW



NO. 6 – JODIE HILL
THRIVE LAW



NO. 7 – PARDEEP KANDOLA
THOMAS FLAVELL & SONS



NO. 8 – PAUL BRITTON
BRITTON AND TIME SOLICITORS



NO. 9 – CATHERINE HYDE
HOOPERHYDE



NO. 10 – STEVEN MATHER
NEXA LAW

TBD



NO. 11 – EMMA-JANE TAYLOR-MORAN
REBEL LAW



NO. 12 – KUSH BIRDI
BIRDI & CO



NO. 13 – NIC ELLIOTT
ACTONS SOLICITORS



NO. 14 – CLARE CHAPPELL
CARBON LAW PARTNERS



NO. 15 – TOM STENNER-EVANS
THRIVE LAW



NO. 16 – DONNA SCULLY
CARPENTERS GROUP



NO. 17 – JADE GANI TEP
CIRCE LAW LTD



NO. 18 – FLORENCE BROCKLESBY
BELLEVUE LAW



NO. 19 – SIMONE RITCHIE
ARCH LAW



NO. 20 – LAURA BROWN
CARNEGIE LAW CHAMBERS

TBD

TOP 21 - 40 INDIES

Q4 2024 RANKING	NAME	FIRM	OVERALL POWER SCORE	Q3 2024 RANK	UP/DOWN
21	Geoff Silva	Silva Legal Services	4,039	17	-4
22	Alisha Butler	Phoenix Legal Solicitors	4,032	20	-2
23	Natalie Clarke	Carbon Law Partners	3,981	30	7
24	Simarjot Singh Judge	Judge Law	3,962	10	-14
25	Rafael Singer	Lionshead Law	3,870	NEW	N/A
26	Matthew Letts	Isadore Goldman	3,843	12	-14
27	Ian McCann	Legal Studio Solicitors	3,106	21	-6
28	Sarah Dodd	Tree Law	2,882	22	-6
29	Akbar Ali	Ali Legal Ltd	2,570	NEW	N/A
30	Joanne Campbell	Codobo Law	2,494	34	4
31	Al Zucker	Ignition Law	2,384	18	-13
32	Sana Saddique	Collective Law Solicitors	2,359	13	-19
33	Leena Birdi	Birdi & Co Solicitors	2,278	NEW	N/A
34	Clare Murray	CM Murray LLP	2,164	NEW	N/A
35	Aina Khan OBE	Aina Khan Law	2,016	NEW	N/A
36	Farhana Shahzady	Beck Fitzgerald	1,934	NEW	N/A
37	Asit Jansari	AJ Legal Consultancy Limited	1,918	31	-6
38	Kerry England	The Family Law Co.	1,842	36	-2
39	Jacqueline Emmerson	Emmersons Solicitors Limited	1,790	NEW	N/A
40	Ruth Hawkins	Boardman, Hawkins & Osborne LLP	1,620	NEW	N/A

TOP 20 LAW FIRM LEADERS

Only 12 of the top leaders would make it into the main top 100 list if we didn't have this separate table for them. It remains something of a mystery to us that leaders still aren't using the platform to convey their messages.

And yet… a few have caught the bug and are starting to perform well on here. Most notable rankings among leaders this quarter include: Walied Soliman, who takes the top spot as Chair of Norton Rose Fulbright; Paul Sams, who continues to outperform leaders of firms much larger than Dutton Gregory; Jo Farmer, who has quietly set about leading (or co-leading) on LinkedIn for Lewis Silkin; and Justin D'Agostino, who has raced through the charts to sit fourth overall this quarter.

It is worth flagging, however, that despite their natural advantages of office, the top-ranked LinkedInfluencer (Jen Shipley) outperforms all the top 200 firms' leadership teams combined. Therein lies the opportunity.

TOP 20 LAW FIRM LEADERS



NO. 1 – WALIED SOLIMAN, KC
NORTON ROSE FULBRIGHT



NO. 2 – PAUL SAMS
DUTTON GREGORY SOLICITORS



NO. 3 – PAUL JENKINS
ASHURST



NO. 4 – JUSTIN D'AGOSTINO MH
HERBERT SMITH FREEHILLS



NO. 5 – JO FARMER
LEWIS SILKIN



NO. 6 – SEGUN OSUNTOKUN
BRYAN CAVE LEIGHTON PAISNER LLP



NO. 7 – ALISON EDDY
IRWIN MITCHELL



NO. 8 – KHALID GAROUSHA
A&O SHEARMAN



NO. 9 – SARAH WALKER-SMITH
AMPA - LEGAL & PROFESSIONAL SERVICES



NO. 10 – ELLIOTT PORTNOY
DENTONS



NO. 11 – GEORGIA DAWSON
FRESHFIELDS



NO. 12 – JAMES GEARY
EMW LAW LLP



NO. 13 – RACHAEL HEENAN
CAPSTICKS LLP



NO. 14 – TREVOR D STERLING
MOORE BARLOW



NO. 15 – COLIN GRAHAM
THORNTONS LAW LLP



NO. 16 – ADRIAN JAGGARD
TAYLOR ROSE



NO. 17 – NEIL LLOYD
FBC MANBY BOWDLER LLP



NO. 18 – PAUL LEWIS
LINKLATERS



NO. 19 – CRAIG EMDEN
HOWARD KENNEDY LLP



NO. 20 – AEDAMAR COMISKEY
LINKLATERS

Q&A: DR SALLY PENNI MBE

WHEN DID YOU DECIDE TO START TO USE LINKEDIN TO SHARE POSTS, AND WHY?

Some time prior to lockdown, I wanted to share legal articles and topics. Once I started my podcast Talking Law in 2019 and wanted it to reach a wide audience of women lawyers and male allies, I was keen to learn how to share.

DID YOU HAVE ANY FEARS ABOUT BEING AUTHENTIC AND SHARING YOUR OPINIONS IN YOUR POSTS AT FIRST?

Yes. Strict rules about the use of social media are important. But then I learnt to post about my dog and fundraising that I am involved in for charities – whether it is a run or silly challenge. LinkedIn has been a welcome task.

WHY DO YOU THINK YOUR POSTS ENCOURAGE YOUR FOLLOWERS TO COMMENT AND ENGAGE?

Because I try to be an authentic lawyer, a mother, and showcase a work-life balance. I am interested in wellness as well, and the constant quest to find balance.

WERE YOU SURPRISED WHEN YOU SAW THE DATA ABOUT THE LEVEL OF PERFORMANCE YOU'D ACHIEVED?

Yes, very. I engage with LinkedIn as a professional platform for engagement with fellow barristers and solicitors, but I am actually engaging with young people aspiring to be lawyers. I am also keen to engage with non-lawyers and business leaders.

DOES IT TAKE UP A LOT OF TIME EACH DAY TO MANAGE IT?

No – scheduling helps too.

WHAT'S THE MOST SURPRISING RESULT THAT YOU'VE PRODUCED DUE TO YOUR POSTING ON LINKEDIN? OR, HAVE YOU HAD ANY BREAKTHROUGH RESULTS?

As a criminal law barrister specialising in all aspects of crime and cybercrime as well as employment law, LinkedIn has not only generated work but also unexpectedly boosted my other work areas as an experienced non-executive director, as a speaker and TED talker, but also as a leader and educator through my published books. It has also enabled me to to gain an extensive listenership for my podcast Talking Law, now in the top 2% of all global podcasts.

WHAT ADVICE WOULD YOU GIVE TO ANYONE WHO WANTED TO GET GOING ON CAMPAIGNING FOR A CHANGE IN THE LAW, GREATER REPRESENTATION, OR EQUITY AND EQUALITY?

No idea about a change in the law, as this is not something I get involved in. For greater representation, equality or equity, my advice for those interested in this area is to have data and statistics on representation and the impact of equity to support any posts on LinkedIn or otherwise.

WHO DO YOU MOST LOVE FOLLOWING IN TERMS OF OTHER PEOPLE'S ACCOUNTS, AND WHO IS YOUR LINKEDIN INSPIRATION?

I love following the female leaders, as well as Shelley Vallis – who shares a lot of thought-leadership-type posts – and Tony Robbins. I love following Amanda Adeola and a number of lawyers writing about careers and law.

WHAT WOULD YOU SAY TO OTHERS THAT ARE THINKING OF ADDING THEIR VOICE ON THIS PLATFORM?

Champion the causes close to your heart. I set up Women in the Law UK to support the next generation of lawyers at all stages of their career. LinkedIn has allowed me to connect with similar lawyers with the same passion. And in turn, we improve the retention and attrition rates of women leaving the solicitors' profession and increase the diversity and inclusion of those from all backgrounds wishing to enter the profession. So for anyone wanting to champion equity, social mobility and many other areas: go for it. But also be aware that LinkedIn is a global professional platform. And do check your own ethics rules. And then do get some training as to how to use the platform. Finally, be kind on the platform.

Dr Sally Penni MBE
Barrister
Kenworthy's Chambers



TOP 20 BARRISTERS

Barristers' migration from X to LinkedIn continues apace. The number of posts, comments and likes by barristers are on the up on LinkedIn. No surprise really, given the world's disaffection with X and the fact that most commercial barristers' clients are on (and hang out on) LinkedIn.

The ways in which barristers use the platform, however, vary widely. Some use humour or images; some share views on their regulator; some provide a personal take on a technical update; some provide anecdotes of life in the Inns; and some write about their love for history.

All of the barristers that we feature in this list, however, are increasingly front of mind with a client base that instructs at short notice: a fine strategy.

TOP 20 BARRISTERS



NO. 1 – ANDREW HOGAN
KINGS CHAMBERS



NO. 2 – NICK DE MARCO KC
BLACKSTONE CHAMBERS



NO. 3 – STEPHEN WARD
THE BARRISTER GROUP



NO. 4 – JIM STURMAN KC
2 BEDFORD ROW, THE CHAMBERS OF
BRIAN ALTMAN KC AND JIM STURMAN KC



NO. 5 – DR SALLY PENNI
KENWORTHY'S CHAMBERS



NO. 6 – MARK ROBINSON
GARDEN COURT CHAMBERS



NO. 7 – NAOMI CUNNINGHAM
OUTER TEMPLE CHAMBERS



NO. 8 – NANI JANSEN REVENTLOW
DOUGHTY STREET CHAMBERS



NO. 9 – DR. TUNDE OKEWALE OBE
DOUGHTY STREET CHAMBERS



NO. 10 – ZACK SIMONS
LANDMARK CHAMBERS



NO. 11 – RAVI ASWANI
36 STONE



NO. 12 – ADAM PIPE
NO 8 CHAMBERS



NO. 13 – MIAN SHERAZ JAVAID
NO5 BARRISTERS' CHAMBERS



NO. 14 – JONATHAN EASTON KC
KINGS CHAMBERS



NO. 15 – ADAM WAGNER
DOUGHTY STREET CHAMBERS



NO. 16 – ELEANOR D'ARCY
EXCHANGE CHAMBERS



NO. 17 – JERN-FEI NG KC
DUXTON HILL CHAMBERS (SINGAPORE GROUP PRACTICE)



NO. 18 – JOHN CAMPBELL
NEW SQUARE CHAMBERS



NO. 19 – CAN YEGINSU
3 VERULAM BUILDINGS



NO. 20 – MAHNAZ MALIK
TWENTY ESSEX

SHOULD YOU BE RANKED IN OUR TOP 100? LET'S FIND OUT...

Visit this link to calculate your own power score: https://bit.ly/3YcvXcP

We'll check out your posts and (hopefully) rank you in our next report...

LOOKING TO ELEVATE YOUR BD? HERE'S WHAT YOU SHOULD DO...

- [x] Download the LinkedInfluencer Q4 Report
- [ ] Follow Simon P Marshall and TBD Marketing Ltd on LinkedIn
- [ ] Join a BD club (we recommend The Nudge)
- [ ] Get an independent LinkedIn profile review
- [ ] Book a 1:1 or group LinkedIn training session

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