

TBD

Q3 2025 RESULTS

THE TOP LEGAL LinkedIn FLUENCERS



AN INTRODUCTION TO THIS REPORT

It's time to evolve. Over the past two years, our rankings have been well received, but they have also put some of the higher-ranking individuals under additional pressure to post.

So, it was time to evolve.

Drawing on the opinions and experiences of some of the UK's leading legal voices on LinkedIn, we have decided to create a new Hall of Fame category to celebrate those who've "made it" but without compelling them to post every day any more.

Why? Because the influence that they have gained and the impact that they can have should not be limited purely to LinkedIn. Our view is that if they have time back from posting (but remain active) then they will be able to bring that experience to bear where it's needed at least as much: in industry groups, in alumni programmes, in client groups, in regulators' boardrooms.

LinkedIn is a gym. What you learn here (to network, to engage, to share, to win business) can be used to even greater effect when combined with actions out there in the real world.

To the Hall of Famers, we say this: Go forth and conquer.



Simon Marshall
CEO, TBD Marketing



THE METHODOLOGY

The biggest change to our methodology is the new Hall of Fame section which includes individuals who have ranked in the top ten of their respective lists for four quarters or more, and scored over 10,000 points in at least one of those quarters.

Going forwards, instead of ranking all their posts, we now take a look at their ten best-performing posts, and rank the Hall of Famers accordingly. For this quarter, we've ranked them in both lists.

Does Jen Shipley prove anything by posting every day in 2025? She does not. She has already established herself as one of the UK's most prominent medical negligence voices over the course of several years. Does Sophie Wardell's profile suffer if she takes a week away from the platform? No, she remains the industry's foremost legal leadership voice on LinkedIn.

The qualifying period for posts is the same and to be a Hall of Famer, you need to score more than the 100th-placed person each quarter. From then on in, it's about quality over quantity. Next quarter, we'll add those who graduate from the Indies list and so on and so forth.

As for everyone else, it remains the same: (total likes) plus (four * total comments) this quarter (1 July to 30 September) to give us your Power Score. Oh, and you need to have posted six or more times; otherwise, it could be a ranking based on a once-in-a-career partnership promotion.

You can submit via our online form, which is free to use for anyone and means we won't miss you next time: <https://bit.ly/TBD-Q3-stats>

The majority of the people who rank highly do it this way (we looked at around 20,000 profiles this quarter).

THEMES FROM THE QUARTER

Overall, our ranked lawyers, barristers, professionals and leaders scored 19.99% higher than in the prior quarter. In Q2 (April to June 2025), the scores from the main list (the top 100 people from the UK's top 200 law firms) accounted for half (49.63%) of the total scores across barristers, GCs, leaders and indies.

In Q3 (July to September 2025), the same group saw its collective score rise 11.27% but its overall contribution drop to 46.03%.

The difference? General Counsel.

Among the top 30 in-house lawyers on our list, the score has increased by a rather breakneck 97.16%. The voice of the GC and their role on LinkedIn was the subject of a free lunchtime seminar we ran in October, with three of the top-ranked GCs explaining how and why they use the platform.

For those of you who are yet to really get going on LinkedIn, the GCs list is a great starting point. Listen to what they care about and interact with it, and you can't go far wrong.

SIX KEY STATS

Individuals needed

2,755 POINTS

to make the top 100

The total power score of the top 100 was

802,328

60 FIRMS

are represented in the top 100

16 PEOPLE

accounted for 50% of that score of 802,328

29 NEW PEOPLE

got their names in the top 100

54 PEOPLE

beat their Q2 score

NEW PEOPLE WHO RANK ON THE LIST



MARISKA VAN KAN

Simmons & Simmons



JACOB REGAN

Norton Rose Fulbright



INÊS PINHEIRO

DLA Piper



ALYA MOKTAR

Kennedys



WILL VINE

Everys Solicitors



RICHARD HIRON

Setfords Solicitors



TOBI ADEDEJI

Farrer & Co



AMY HARVEY

Setfords



GEORGE HANNAH

Lewis Silkin



PAUL MCGINN

DWF



ANNA MANNING

Everys Solicitors



GAVINDER RYAIT

Capsticks LLP

NEW PEOPLE WHO RANK ON THE LIST



THORRUN GOVIND

Brabners



LUCAS HOBBS

Knights



SIMONE KAMPFER

Freshfields



DEMI DARBEY

Healys LLP



JEN HICKS-JONES

Higgs LLP



JAMES HORTON

CMS



MATTHEW ROWE

Ellisons



BLAKE PIDCOCK

Irwin Mitchell



LAURA HADZIK

JMW Solicitors LLP



ANUOLUWAPO IBUKUN

Taylor Wessing



GIULIO CORAGGIO

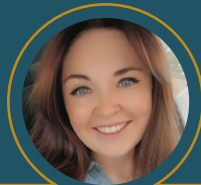
DLA Piper



GILES PEAKER

Anthony Gold

NEW PEOPLE WHO RANK ON THE LIST



REBECCA GLYNN

TLT



CHARLES MAXWELL

Howard Kennedy



DEZ DERRY

Fletchers Group



JACOB LUCZAK

Shoosmiths LLP



PERRY V. ZIZZI

Dentons

Q&A: MATT ROWE

You worked at TBD Marketing before joining Ellisons, so you've seen how the Legal LinkedInfluencers rankings work from the inside. What do you think most lawyers misunderstand about how those rankings are put together?

It's been interesting to see the role the report has played in people's LinkedIn education. Let's be honest, no one outside of LinkedIn HQ really knows exactly how the algorithm works, and lawyers are detail people, so of course questions were going to be asked. Where's the evidence? Why these criteria? Once those questions were answered, and the reasons behind the scoring were explained, like why comments carry more weight than likes, it became clear that this is a data-led report, not something based on unsubstantiated opinion.

How did your understanding of the rankings shape your own approach to LinkedIn?

Being part of the team that initially launched the report, I got to see a wide variety of approaches that were working for different people. Some I'd never have thought of, and a few I definitely wouldn't feel comfortable posting myself. But it made me realise that my own thinking had probably been too rigid in the past and doing things differently is ok. Probably the biggest and most obvious lesson was understanding that you need to show up regularly and be clear about why you're posting.

You've been consistently active since joining Ellisons. What have you learnt about maintaining both momentum and authenticity when posting as a lawyer?

That was a very conscious choice. It's not easy working out what you want to be known for, but you have to find your voice and keep showing up. Part of

our role in marketing is leading by example. We can't expect the lawyers we support to do things we're not prepared to do ourselves. By going through the same challenges, we're better placed to offer advice and insight that's grounded in reality, not just theory.

You're not the only one at Ellisons building a strong online presence. How has leadership support helped you — and what advice would you give firms that want their senior people to engage more publicly?

Not all leaders will be comfortable posting, and that's ok. My advice is don't force anyone. It won't end well. But every firm needs at least one senior leader who is willing to take up the mantle, even if it's a slow burn.

Take the time to explain the benefits and, just as importantly, the problems created by silence. I'm incredibly lucky. Guy Longhurst, our Managing Partner, is a natural on LinkedIn. He's not afraid to offer an opinion, he's hugely supportive of colleagues' posts, and he understands the value of being visible. He sets the tone and shows everyone at Ellisons that it's encouraged and a natural part of how we work.

What are the deeper benefits that lawyers and their colleagues only notice once they start posting regularly?

The obvious benefits are around visibility. If you



don't exist in your audience's world then they're never going to choose you. Over time, your LinkedIn presence becomes less about broadcasting and more about connecting. That's when the deeper value often comes about, after you've built trust with your network. That trust often shows up outside the platform. Colleagues start conversations with you about what you've posted. Intermediaries invite you to events. Clients and prospects get in touch asking for your views. That's when it moves from being "just LinkedIn" to something much more valuable.

With so many lawyers now on LinkedIn, how can someone use the rankings to benchmark quality rather than just quantity?

The rankings are a useful prompt, but they're not claiming to be the whole story. High engagement doesn't automatically mean high impact or meaningful outcomes. That's why they give more weight to discussion through comments than to a simple like, because the real value comes from exchanging opinions and offering additional insight.

They're a great barometer for understanding if you're being consistent and a helpful tool for spotting patterns. I'd encourage everyone to look beyond the raw numbers and pay attention to who's engaging and who isn't. Are your posts sparking real conversation? If clients, referrers and people you respect are regularly interacting with your posts, then you're on the right track.

What tangible business or reputational benefits has Ellisons seen from having visible voices on LinkedIn — either in client relationships, recruitment or culture?

The most powerful example was when a local competitor was acquired by a listed law firm. We got a brand values campaign out, with full leadership

backing, within a few days. It set out why we've made a different choice and the benefits to our clients, colleagues and local intermediaries. Not only did we secure press attention, but a significant number of employees from that competitor have since joined us, along with numerous clients. That level of speed, agility and visibility would have been very difficult to achieve without LinkedIn.

Many lawyers start strong but fade after a few months. What keeps you showing up, and how do you measure success beyond weekly scores?

I think some people make the mistake of thinking they have to post every day. That sounds exhausting to me and I'd fade too. I tend to post a couple of times a week and comment in between. To be honest, I'm more bothered about my weekly Fantasy League score than my weekly LinkedIn scores. What I am interested in is the conversations that happen as a result of posting. The chats over coffee, the discussions in team meetings, the ideas for new campaigns, approaches from journalists and so on. And I love it when I hear about clients coming in to discuss something we've highlighted or new relationships being formed. That's the real measure of success on LinkedIn in my view.

Matt Rowe
Senior Marketing and PR Professional
Ellisons

Ellisons

TOP 10 PEOPLE PROFILES

01

MARK STEPHENS CBE

Mark Stephens writes about the law, but not as most lawyers do. He avoids commentary on statutes or judgments, preferring to explore how the law shapes — and is shaped by — culture, politics and conscience.

His posts are measured, lucid and anchored in human experience. He treats law as a living force, not a technical code. When he writes about freedom of expression or justice, he connects it to art, journalism and global affairs, showing how principles play out in real life.

There is no jargon, no grandstanding. He writes for readers who think, not scroll. His authority comes from perspective rather than procedure: he explains why the law matters, not just what it says. That's why his posts cut through. They remind the profession that law exists to serve people, not systems — and that clarity, empathy and courage still have a place in public legal debate.



TOP 10 PEOPLE PROFILES

02

SOPHIE WARDELL

Sophie Wardell stands out not for volume, but for presence. She remains the most engaged professional on our list, consistently commenting, supporting and amplifying others' work with precision and warmth. That consistency and her inclusive approach have made her a connective force across the legal community.

Her posts are grounded in people, process and purpose. She writes about collaboration, leadership and professional culture with an insider's eye and an outsider's clarity. There's no performance, just practical reflection shaped by experience and curiosity. She treats LinkedIn as a conversation, not a broadcast.

She has a readily distinguishable tone: steady, human, and generous. She turns the platform into a place of dialogue rather than display. In a sector often known for hierarchy, Wardell models something rarer; influence built on interest, not ego.



TOP 10 PEOPLE **PROFILES**

03

JON GREGSON

If good writing is good thinking written down, then doing it with a sense of humour is good thinking made memorable. Jon Gregson manages both. Read properly, it's clear that his posts are best-in-class: layered with irony, rhythm, quiet intelligence, and both discreet and discrete purpose.

His humour is precise, playful. But it also carries meaning: a way of asking serious questions without ever sounding self-important. His tone is wry, measured and economical. He says more with a line break than most manage in a paragraph.

Those who get it, stay. And they stay in their tens of thousands. They see how he uses tone to draw out reflection rather than reaction. His writing rewards the reader who listens and reflects as well as reads. The kind who knows that wit, in the right hands, is just another form of rigour.



TOP 10 PEOPLE PROFILES

04

JOEL SHEN

Grab a coffee because it's time to read a post by Joel Shen. He writes about law, business and technology with the balance of someone who has lived at the intersection of all three. Each post feels like a dispatch from the front line of cross-border practice grounded in commercial reality, yet alert to the cultural and political forces shaping it.

Shen's tone is lucid and disciplined. He translates complexity into perspective, not oversimplification. Whether reflecting on venture funding in Southeast Asia or regulatory shifts in emerging markets, he finds patterns rather than headlines. He doesn't seek to posture, but to inform and, thus, to be memorable.

What makes his writing distinctive is reach. He joins dots that most people don't see until much later. In a field often cluttered by faux commentary, Shen offers something rarer: interpretation. His posts remind readers that expertise is not what you know, but what you notice.



TOP 10 PEOPLE PROFILES

05

ILANA KATTAN

October 7th is more than a date to Ilana Kattan. For over two years, her presence on LinkedIn has provided unwavering attention to the human cost of that day. She has used her platform to keep the story of the remaining hostages front of mind. Her tone is steady, factual, and deeply humane. She writes as someone who understands that persistence is its own kind of courage.

Kattan's posts focus on morality, memory, empathy and the responsibility to keep looking when attention drifts elsewhere. That quiet discipline has made her one of the most consistent and credible voices on an issue many find too hard to confront.

With the imminent return of the surviving hostages, her writing has become a record of endurance — proof that clarity, compassion and consistency still matter in public discourse.



TOP 10 PEOPLE PROFILES

06

JEN SHIPLEY

Take time out of the business to become a mum? Tick. Move jobs to one of the country's hungriest legal brands? Tick. Get promoted? Tick. Return from your mat leave to deliver the most successful posts of the quarter? Tick.

Jen Shipley's posts are confessional and magnetic. She writes as though she is thinking aloud: honest, open and unafraid of the quiet-but-extraordinary details that most people skip. Her voice is warm but also guides; it turns personal reflection into something practical and accessible.

She doesn't posture, she shares. Her writing captures the invisible parts of professional life: the doubt before a change, the relief after a risk, the slow rebuilding of confidence. It is intimate, but not indulgent.

What makes her stand out is that she shows progress without pretending perfection and she lays down the breadcrumbs for others to follow. Shipley's posts remind readers that strength and vulnerability are not opposites; they are alternating steps on the same journey.



TOP 10 PEOPLE PROFILES

07

JAMES QUARMBY

James Quarmby writes with precision, provocation and a refusal to hide behind the safe or expected. His posts mix hard-edged technical insight with plain language and sharp timing, qualities that make him one of LinkedIn's most distinctive legal commentators. He is direct, sometimes disarming, and always readable.

What sets him apart is that he treats complexity as a test of clarity, not intellect. He can unpack the mechanics of tax, policy or regulation without ever dulling the edge of the debate. His tone is brisk, often wry, but never careless. Each post lands because it's something he actually believes.

Quarmby's writing carries the authority of experience but the energy of argument. He doesn't just inform; he provokes thought, occasionally discomfort, and often respect. In a profession that rewards caution, his posts remind readers that candour, handled well, is still a hallmark of confidence.



TOP 10 PEOPLE PROFILES

08

ELOISE BUTTERWORTH

Eloise Butterworth's move this quarter from Foot Anstey to HiveRisk (an external compliance and risk agency) could have caused disruption in a posting approach for many. But not for Eloise. Her posts have always been steady in tone and purpose: helpful, instructive, empathetic. Her work platform might have shifted, but her voice has not.

She writes as someone who seeks to understand and wants others to understand, not just to know. Her content makes complex issues in compliance and professional conduct feel navigable. Less alarmism, self-promotion, fear, uncertainty and doubt. Instead, she brings clarity delivered with care.

What marks her out is tone. She balances authority with generosity, showing that expertise can be shared without superiority. The result is a feed that builds trust and it's this that brings the audience. In a profession that often writes to signal, Eloise writes to serve. Her consistency, across firms and roles alike, is what makes her such a credible presence.



TOP 10 PEOPLE **PROFILES**

09

MARISKA VAN KAN

It feels wrong to write too many words about Mariska van Kan given she visualises data for a living.

The legal sector's loss is data visualisation's gain as she begins her new role.

One to follow for a different way of seeing the world.



TOP 10 PEOPLE **PROFILES**

10

JACOB REGAN

Did I lay down a gauntlet for Jacob at a Crafty Counsel event? A few weeks later, his insight and commonsense approach are LinkedIn ubiquitous.

He's clearly on a mission. His recent posts read like a manifesto for modern legal teams: clear, direct and anchored in reality. He understands that legal functions aren't short on technology; they're short on clarity. His work, and his writing, are about solving that.

At NRF Transform, he helps legal leaders define what "better" looks like, then builds the path to reach it. Whatever actually works. Thankfully, he's also like the legal sector's Rachel Zegler singing "Don't Cry for Me Argentina" to the populace, sharing his voice so that everyone benefits.

And his voice cuts through because it is refreshingly practical. No jargon, no theatre — just a steady belief that transformation isn't about tools. It's about people, process and purpose, aligned long after the project ends.



TOP 20 LINKEDINFLUENCERS



NO. 1 – **MARK STEPHENS CBE**
HOWARD KENNEDY
TOTAL POWER SCORE: **76,793**



NO. 2 – **SOPHIE WARDELL**
HIGGS LLP
TOTAL POWER SCORE: **46,544**



NO. 3 – **JON GREGSON**
WEIGHTMANS
TOTAL POWER SCORE: **45,034**



NO. 4 – **JOEL SHEN**
WITHERS LLP
TOTAL POWER SCORE: **34,665**



NO. 5 – **ILANA KATTAN**
HOGAN LOVELLS
TOTAL POWER SCORE: **32,158**



NO. 6 – **JEN SHIPLEY**
FIELDFISHER
TOTAL POWER SCORE: **24,547**



NO. 7 – **JAMES QUARMBY**
STEPHENSON HARWOOD LLP
TOTAL POWER SCORE: **22,113**



NO. 8 – **ELOISE BUTTERWORTH**
FOOT ANSTEY LLP
TOTAL POWER SCORE: **18,787**



NO. 9 – **MARISKA VAN KAN**
SIMMONS & SIMMONS
TOTAL POWER SCORE: **17,550**



NO. 10 – **JACOB REGAN**
NORTON ROSE FULBRIGHT
TOTAL POWER SCORE: **13,671**



NO. 11 – **MICHELLE SEDDON**
FOOT ANSTEY LLP
TOTAL POWER SCORE: **13,414**



NO. 16 – **JEREMY MOLLER**
NORTON ROSE FULBRIGHT
TOTAL POWER SCORE: **10,043**



NO. 12 – **BECCA HORLEY**
FLETCHERS GROUP
TOTAL POWER SCORE: **11,766**



NO. 17 – **EMMA GEALE**
MILLS & REEVE LLP
TOTAL POWER SCORE: **9,722**



NO. 13 – **LAUREN HARTIGAN-PRITCHARD**
HIGGS LLP
TOTAL POWER SCORE: **11,004**



NO. 18 – **JAYNE MCGLYNN**
DWF
TOTAL POWER SCORE: **9,659**



NO. 14 – **INÊS PINHEIRO**
DLA PIPER
TOTAL POWER SCORE: **10,980**



NO. 19 – **JUSTIN FARRANCE**
A&O SHEARMAN
TOTAL POWER SCORE: **9,157**



NO. 15 – **DAVID HARDY**
CMS
TOTAL POWER SCORE: **10,584**



NO. 20 – **GIAMPIERO FALASCA**
DLA PIPER
TOTAL POWER SCORE: **8,896**

TOP 21 - 50 LINKEDINFLUENCERS

Q3 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
21	Juliet Schalker	Debenhams Ottaway	8,327
22	Jon Baines	Mishcon de Reya LLP	7,812
23	Charlie Moore	DWF	7,661
24	Paweł Sawicki	Bird & Bird	7,073
25	Tom Fletcher	Irwin Mitchell	7,058
26	Yetunde Dania	Trowers & Hamlins	6,995
27	Sarah Jackson	Knights	6,890
28	Alya Moktar	Kennedys	6,748
29	Paul Verrico	Eversheds Sutherland	6,615
30	Adam Rose	Mishcon de Reya LLP	6,523
31	Will Vine	Every's Solicitors	6,306
32	Coralie McKeivor	Freeths LLP	6,256
33	Victoria Quinn	Wilkin Chapman Rollits	6,250
34	Kate Herbert	Knights	6,174
35	Raymond Sun	Herbert Smith Freehills Kramer	6,000
36	Tom Platts	Stephenson Harwood LLP	5,913
37	Kayleigh Rhodes	Hogan Lovells	5,861
38	Rishi Kohli	Norton Rose Fulbright	5,745
39	Richard Hiron	Setfords Solicitors	5,717
40	Yuankai Lin	RPC	5,668
41	David James Lister	Knights	5,595
42	Tobi Adediji	Farrer & Co	5,476
43	Peter Humpherson	Higgs LLP	5,468
44	Amy Harvey	Setfords	5,448
45	Emma Beynon	Anthony Collins	5,373
46	Claire Petts	Clyde & Co LLP	5,232
47	Samantha Hope	Shoosmiths LLP	5,216
48	Paulo Saragoca da Matta	DLA Piper	4,995
49	Michael Charalambous	Knights	4,960
50	George Hannah	Lewis Silkin	4,815

TOP 51 - 80 LINKEDINFLUENCERS

Q3 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
51	Jonathan Whettingsteel	Dutton Gregory Solicitors	4,743
52	Reena Parmar	Freshfields	4,719
53	Michelle Hughes	Higgs LLP	4,668
54	Paul McGinn	DWF	4,625
55	Keeley Lengthorn	RWK Goodman	4,504
56	Anna Manning	Everyys Solicitors	4,474
57	Gavinder Ryait	Capsticks LLP	4,463
58	Thorrund Govind	Brabners	4,414
59	Jacqui Rhule-Dagher	Hogan Lovells	4,394
60	Lou Earp	Trethowans	4,173
61	Eleonora Rosati	Bird & Bird	4,118
62	Nicola Gooch	Birketts	3,970
63	Lucas Hobbs	Knights	3,960
64	Donna Hart	Everyys Solicitors	3,929
65	Colin Shaw	Norton Rose Fulbright	3,910
66	Ben Townsend	Stewarts	3,737
67	Rebecca Glynn	TLT	3,722
68	Matt Schwartz	DLA Piper	3,695
69	Mohammed Talib	Pinsent Masons	3,690
70	Catriona Wolfenden	Weightmans	3,665
71	Helen Dawson	Brabners	3,661
72	Simone Kampfer	Freshfields	3,635
73	David Milligan	Norton Rose Fulbright	3,527
74	Demi Darbey	Healys LLP	3,525
75	Laura Hughes	Browne Jacobson LLP	3,483
76	Amy Woodfine	Knights	3,472
77	Jen Hicks-Jones	Higgs LLP	3,462
77	Kerry Gilbert	TLT LLP	3,314
79	Jeanne Kelly	Browne Jacobson LLP	3,276
80	James Horton	CMS	3,216

TOP 81 - 100 LINKEDINFLUENCERS

Q3 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
81	Caleb Adebayo	Linklaters	3,161
82	Aziz Deen	Foot Anstey LLP	3,149
83	Darryl Cross	Norton Rose Fulbright	3,145
84	Musab Hems	Anderson Strathern	3,127
85	Matthew Rowe	Ellisons	3,114
86	Blake Pidcock	Irwin Mitchell	3,112
87	Ben Giaretta	Fox Williams	3,028
88	Laura Hadzik	JMW Solicitors LLP	3,002
89	Emma Davies	Everys Solicitors	2,994
90	Kia-Jade Thomas	Bevan Brittan LLP	2,966
91	Toby Tompkins	Ashfords LLP	2,960
92	Anuoluwapo Ibukun	Taylor Wessing	2,897
93	Giulio Coraggio	DLA Piper	2,849
94	Giles Peaker	Anthony Gold	2,842
95	Trevor Watkins	Pinsent Masons	2,831
96	Charles Maxwell	Howard Kennedy	2,765
97	Dez Derry	Fletchers Group	2,758
98	Perry V. Zizzi	Dentons	2,755
99	Jacob Luczak	Shoosmiths LLP	2,755
100	James Smither	Freshfields	2,733

TOP 101 - 130 LINKEDINFLUENCERS

Q3 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
101	Jan Spittka	Clyde & Co LLP	2,724
102	Martin Rothermel	Taylor Wessing	2,698
103	Kim Lehal	RWK Goodman	2,696
104	John Lewis	Stephenson Harwood LLP	2,630
105	Kyra Motley	Boodle Hatfield LLP	2,621
106	Siân Jackson	Mills & Reeve LLP	2,619
107	Simon Assion	Fieldfisher	2,581
108	Nick Abrahams	Norton Rose Fulbright	2,564
109	Angus Walker	TLT LLP	2,512
109	Alex Gregory-Chialton	Dutton Gregory Solicitors	2,512
111	Liam Tolen	Ashfords LLP	2,500
112	Joanne Conway	DLA Piper	2,435
113	Sabina Kauser	Ward Hadaway	2,416
114	George Grammer-Taylor	Clyde & Co LLP	2,392
115	Jewels Chamberlain	DWF	2,391
116	Natalie Knight-Wickens	Spencer West	2,383
117	John Andrews	Ronald Fletcher Baker	2,378
118	Lauren Moulton	Higgs LLP	2,363
119	Kristina Stiles	Leigh Day	2,344
120	Vincent Keaveny CBE	DLA Piper	2,333
120	Alesya Pavlynska	Hogan Lovells	2,333
122	Andrew Chadwick	Fletchers	2,329
123	Marianne McJanett	Aberdein Considine	2,323
124	Damian Kaźmierczak	DLA Piper	2,311
125	Nina Goswami	Clifford Chance	2,309
126	Noel Roberts	Taylor Rose	2,298
127	Claire Archibald	Browne Jacobson LLP	2,287
128	Jeremy Lustman	DLA Piper	2,285
129	Rosalyn Bever	Irwin Mitchell	2,275
130	Charlie Morgan	Herbert Smith Freehills Kramer	2,236

TOP 131 - 160 LINKEDINFLUENCERS

Q3 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
131	James Stewart	Penningtons Manches Cooper LLP	2,234
132	Pranay Lekhi	A&O Shearman	2,219
133	Catherine Williams	Addleshaw Goddard	2,208
134	Matthew Huggett	Stephens Scown	2,201
135	Gary Miller	Mishcon de Reya LLP	2,189
136	Marco Mendola	TLT LLP	2,174
137	Joe Cohen	Charles Russell Speechlys	2,157
138	Sushil Kuner	Gowling WLG	2,154
139	Billie Spooner	Irwin Mitchell	2,133
140	Theresa Carling	Weightmans	2,130
141	Pauline Wild	Forbes Solicitors	2,123
142	Kayleigh Brown	Wilson Browne Solicitors	2,107
143	George Khalife	Norton Rose Fulbright	2,104
144	Sally Hulston	Lewis Silkin	2,087
145	Rosie Burbidge	Howard Kennedy	2,073
146	Andrew Croft	Beale & Co	2,070
147	Charmian Aw	Hogan Lovells	2,058
148	Daniel Heymann	Dentons	2,052
149	Ben Troke	Weightmans	2,038
150	Rik Pancholi	Nelsons	2,006
151	Boris Feldman	Freshfields	1,994
152	Paul O'Halloran	Dentons	1,985
153	Shraiya Thapa	Freeths LLP	1,975
154	Salma Maqsood	Thrings	1,962
155	Alicia M. Grant	Norton Rose Fulbright	1,962
156	Amardeep Gill	Trowers & Hamlins	1,960
157	Filippo Nosedà	Mishcon de Reya LLP	1,950
158	David Savage CRS	Charles Russell Speechlys	1,943
159	Sarah Masters	Stephensons Solicitors LLP	1,928
160	Felix Hilgert	Osborne Clarke	1,926

TOP 161 - 190 LINKEDINFLUENCERS

Q3 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
161	Chris Drinkall	Wilkin Chapman Rollits	1,910
162	Charlotte Perry	Knights	1,895
163	Kelly Marie Brotherhood	Clyde & Co LLP	1,885
164	Craig Annis	A&O Shearman	1,865
165	Aaron Morris	Freshfields	1,864
166	Eduardo Ustaran	Hogan Lovells	1,851
167	Nicola Perrott	Clyde & Co LLP	1,846
168	Gary Pitt	Howes Percival	1,829
169	Lucy Bradban	Freeths LLP	1,794
170	Shazia Shah	Irwin Mitchell	1,792
171	Peter Kasanda	Clyde & Co LLP	1,787
172	Salim Chaudhry	Taylor Rose	1,766
173	Daniel Herman	Stewarts	1,764
174	Charlotte Lowe	Knights	1,764
175	Helen Rundle	Thompsons	1,743
176	Laura Conduit	Farrer & Co	1,736
177	Kiran Deep	Wright Hassall	1,731
178	Peter Mansfield	RPC	1,728
179	Daniel Street	DLA Piper	1,689
180	Aysha Chouhdary	Geldards LLP	1,674
181	Stephen A.	Clyde & Co LLP	1,667
182	Eniola Adekunle	A&O Shearman	1,665
183	Jackie Park	DLA Piper	1,662
184	Leah Heatley	Weightmans	1,660
185	Helen Simpson	Dentons	1,659
186	Brenda Estefan	Hogan Lovells	1,646
187	Clare Reddy	Farrer & Co	1,631
188	James Barrett	Burges Salmon LLP	1,620
189	Claire Smith	gunnercooke	1,619
190	Ellie Ludlam	Pinsent Masons	1,606

TOP 191 - 200 LINKEDINFLUENCERS

Q3 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
191	Chloe Lake	Gateley Legal	1,596
192	Charlotte Lampitt	BCLP	1,582
193	Helen Kanczes	Clyde & Co LLP	1,577
194	Claudio Mereu	Fieldfisher	1,575
195	Tom Lyas	Browne Jacobson LLP	1,557
196	Paige Skudder	Clarke Willmott	1,520
197	Ulrich Sittard	Freshfields	1,519
198	Deborah Carrivick TEP	Birketts LLP	1,513
199	Samantha Robinson	gunnercooke llp	1,511
200	John Gibson	Kennedys	1,503

TOP 10 PEOPLE BY HIGHEST GROWTH IN SCORE

RANK	NAME	FIRM	RISE IN POWER SCORE
1	Joel Shen	Withers LLP	22,983
2	Mark Stephens CBE	Howard Kennedy	15,506
3	Jen Shipley	Fieldfisher	12,993
4	Michelle Seddon	Foot Anstey LLP	9,076
5	Eloise Butterworth	Foot Anstey LLP	6,625
6	James Quarmby	Stephenson Harwood LLP	6,427
7	Giampiero Falasca	DLA Piper	6,226
8	Jeremy Moller	Norton Rose Fulbright	4,644
9	Becca Horley	Fletchers Group	4,292
10	Tom Fletcher	Irwin Mitchell	3,971

**NB both Eloise and Michelle have now left Foot Anstey*

TOP 10 PEOPLE FOR TOTAL COMMENTS

RANK	NAME	TOTAL COMMENTS
1	Mark Stephens CBE	9,288
2	Sophie Wardell	7,854
3	Jon Gregson	7,121
4	Joel Shen	3,392
5	Eloise Butterworth	2,927
6	Mariska van Kan	2,843
7	James Quarmby	2,782
8	Jen Shipley	2,459
9	Michelle Seddon	2,403
10	Ilana Kattan	1,984

TOP FIRMS FOR NUMBER OF RANKED INDIVIDUALS

RANK	FIRM	NO. OF PEOPLE	TOTAL POWER SCORE
1	Norton Rose Fulbright	6	40,041
2	Knights	6	31,051
3	Higgs LLP	5	71,146
4	DLA Piper	5	31,415
5	Everyys Solicitors	4	17,703
6	Hogan Lovells	3	42,413
7	Foot Anstey LLP	3	35,350
8	DWF	3	21,945
9	Weightmans	2	48,699
10	Stephenson Harwood LLP	2	28,026

AN INTRODUCTION TO THE HALL OF FAME

Say hello to the Hall of Famers - drawn from the main list (for now).

The rules are simple: rank consistently in the top ten, score over 10k in one quarter, rank top 100 in their respective list to remain in the Hall of Fame.

Why?

First, because form is temporary, class is permanent.

Second, because these are the names whose posts you read every time they show up on LinkedIn, even if they didn't post for six months, you'd still read their next post.

Third, they've earned the right to be judged on the basis of the quality of their output, not purely the quantity.

Fourth, moving them to the Hall of Fame club creates a space for others to rank ever higher and seek to improve their game.

Fifth, no your name doesn't have to begin with a J, but it would appear to help.

Let's celebrate some of the best posts this quarter from our inaugural inductees:

- **Mark Stephens**
- **Sophie Wardell**
- **Jon Gregson**
- **Emma Geale**
- **Jen Shipley**
- **Justin Farrance**
- **Joel Shen**
- **James Quarmby**



Simon Marshall
CEO, TBD Marketing



Q3 HALL OF FAME RANKINGS

RANK	NAME	Q3 HALL OF FAME POWER SCORE
1	Mark Stephens CBE	17,496
2	Jen Shipley	15,153
3	Jon Gregson	14,694
4	Joel Shen	13,030
5	Sophie Wardell	12,489
6	James Quarmby	8,120
7	Justin Farrance	6,550
8	Emma Geale	4,035

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Mark Stephens CBE

WHAT WE LOVE ABOUT THIS POST

“

One post that deserves Hall of Fame status is “Just thought I’d drop this into the conversation”, where Stephens riffs on professional discourse, authority and the right to intervene. It’s deceptively casual, but threaded with moral weight and rhetorical tension.

”



Mark Stephens CBE  · 2nd
Consultant
2w · 

[+ Follow](#) ...

Just thought I'd drop this into the conversation...



**Autism was discovered
in 1911. Tylenol was
invented in 1950. Not
distracted.
Release the Epstein
Files.**

[VIEW THE POST HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Sophie Wardell

WHAT WE LOVE ABOUT THIS POST

“

One post that deserves Hall of Fame status is “But I don’t want to retire...” — a reflection sparked by her father’s words, turned into a meditation on purpose, identity and finding meaning in work. It’s deeply human without being sentimental, and it shows why Wardell resonates so widely: she writes about universal experiences with precision, warmth and restraint.

”



Sophie Wardell
People Director at Higgs LLP

+ Follow

“But I don’t want to retire...”

My father says this often. Now in his 70s, he’s still working and still fully engaged and invested. He doesn’t see why age should dictate when he stops doing what he loves and from experience, he’s not alone.

An ageing workforce is one of the less talked-about areas of inclusion, but it’s becoming increasingly important.

According to [Canada Life](#), 37% of employers are seeing people work longer and retire later than they did five to ten years ago. One in five have even seen retired employees “unretire” and return to work.

Yet, over half of employers (56%) aren’t sure whether they need to change their approach. That presents a risk, because people are living and working longer and many want or need to keep going.

If we are serious about inclusion, age must be part of the conversation. This isn’t about keeping people in work longer than they want to be, it’s about offering choice.

Here are five ways businesses can support older workers more intentionally:

- 👉 Offer flexible career paths - phased retirement, part-time roles, mentoring opportunities.
- 👉 Make development age-inclusive - learning and digital skills should be for everyone.
- 👉 Remove age bias from recruitment - language matters and so do assumptions.
- 👉 Build age-diverse teams - bring generations together to share knowledge and ideas.
- 👉 Support health and flexibility - adapt to changing needs with empathy and understanding.

The average retirement age is now over 65 - up from around 61 twenty years ago. The shift is already happening. It’s our job to make sure we’re ready for it.

What else should businesses be considering?

#Inclusion #AgeDiversity #HR #MultigenerationalWorkplace #FutureOfWork

Image is of a man in his early 70s smiling at the camera wearing a dark blue shirt. He is wearing glasses.



VIEW THE POST HERE

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Jon Gregson

WHAT WE LOVE ABOUT THIS POST

“

One post that deserves Hall of Fame status is “As a law firm, Weightmans don’t just do law...”, where Gregson captures the spirit of innovation with humour, clarity and pride. It’s part celebration, part self-aware commentary — showing how culture, curiosity and collaboration sit at the heart of progress. His writing makes innovation feel human, not hyped, and that’s what gives it power.

”



Jon Gregson · 2nd
Employment Law Partner | Weightmans LLP | Helping you a...

+ Follow ...

As a law firm, [Weightmans](#) don't just do law...

I mean we do do law, it would be weird if we didn't wouldn't it?

But one of the most exciting things we do here is Product and Innovation

Led by our Director of Product and Innovation, [Dr Catriona Wolfenden](#), it's a Team that:

🍷 Creates real world solutions for our clients - not just things that sound good as tender promises

💡 Blends legal expertise with cutting edge technology - not just 'let's make a spreadsheet and call it AI'

💡 Refuses to stop at 'good enough' - or 'that'll do'

💡 Dares to ask 'what if we could do more?' - and then usually does

But maybe the best bit?

It's not just legal technologists and engineers. It's a team of Partners, Associates, Solicitors, Product and Project Managers and more too

Real life lawyers who still practice law and a whole Product Team who bring ideas to life and market

And yet it's still part of genuinely one of the friendliest and best teams with the firm

If you look closely enough you'll see we also build towers out of marshmallows

But, frankly, that feels like the most 'law firm innovation workshop' thing we could admit to isn't it...



[VIEW THE POST HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Emma Geale

WHAT WE LOVE ABOUT THIS POST

“

One post that deserves Hall of Fame status is “It’s National Family Business Day!”, where Geale celebrates the values and resilience of family-run businesses while quietly showcasing her expertise in private wealth. It’s warm, grounded and relatable — the tone of someone who works with clients, not near them. Her blend of professionalism and personality makes technical advice feel personal and accessible.

”



Emma Geale · 2nd
Private Client Solicitor || Swiftie || eprivateclient NextGen Le...
3w · Edited ·

+ Follow ...

It's National Family Business Day!

Which means it's a good moment to pause and recognise the contribution of family-run businesses across the UK.

Their values, resilience and long-term thinking shape not just our economy, but the communities we live and work in.

I am lucky to get to work alongside many of these businesses, dealing with everything from succession planning to safeguarding wealth.

I also played a hand in creating this resource for family business owners - a playbook to go through everything we can do for business owners from a Private Wealth perspective.

(And you may or may not see my face in there if you get towards the end of it...)

So do check it out and let us know if we can help you or your clients with any of it!

[#GBFamilyBizDay](#) [Family Business United](#) [Paul Andrews](#)



Business owner's playbook by Mills & Reeve
share.postbeyond.com

[VIEW THE POST HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Jen Shipley

WHAT WE LOVE ABOUT THIS POST

“

One post that deserves Hall of Fame status is “Why do you bother posting on LinkedIn?”, where Shipley turns a casual question into a reflection on voice, purpose and confidence. It’s candid and intimate — exactly the tone that defines her. “It connects me to people who I may be able to help through my job,” she says. Well, precisely.

”



Jen Shipley • 2nd
Director at Fieldfisher specialising in Medical Negligence a...
2w • Edited •

+ Follow

“Why do you bother posting on LinkedIn?”

It's a question I'm often asked

The truth is that there's many reasons.

But one of the main ones?

It connects me to people who I may be able to help through my job.

People who may have suffered injuries through medical negligence; sometimes life changing, who are perhaps reluctant to approach a firm of solicitors (many haven't used solicitors before) but feel more comfortable to contact me having seen my content.

The biggest compliment I've received by those contacting me regarding a potential claim is that they feel as though they already know me through my content and they want me to be their lawyer.

It's a privilege to be able to help people, who may be going through an incredibly difficult stage of their life, in some small way and I'm grateful that LinkedIn connects me to those people.

My DMs are always open if anyone would like to contact me (please add a comment when sending a connection request so I can see it or give me a nudge in the comments of my posts if I need to accept a connection request for you to message).



[VIEW THE POST HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Justin Farrance

WHAT WE LOVE ABOUT THIS POST

“

One post that deserves Hall of Fame status is “Four years ago I started a client secondment at Meta...”, where Farrance reflects on how connection, not content, drives modern business. It’s a thoughtful, unforced reminder that trust and community matter more than strategy decks — delivered with the optimism and clarity that define his voice.

”



Justin Farrance  • 2nd
Senior Manager - BD, Client Strategy & Responsible Busine...

+ Follow ...

1w • Edited •  

Four years ago I started a client secondment at Meta in employment legal. My time there was a masterclass in client-centricity and the art of 'connecting the dots'.

Last night I was invited back to their offices for Instagram's Partner Summit. Another masterclass.

Marketing and business development has undergone a seismic shift in recent years. Taking a 'what's always worked' approach isn't necessarily the best way to build a future proof strategy.

As the experts at Instagram shared last night, social (media) is becoming even more social. People seek connection and want to feel part of a community. Businesses and clients are striving for similar.

Cutting through the noise and building trust is key. For you and your relationships at work! Thanks to Instagram for a great night. 🍷



[VIEW THE POST HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY
Joel Shen

WHAT WE LOVE ABOUT THIS POST

“

One post that deserves Hall of Fame status is “There is no single route to success”, where Shen dismantles the myth of linear careers. Drawing on his own path across regions and industries, he writes with clarity and humility. It’s pragmatic, global and generous — a voice grounded in both breadth and experience.

”



Joel Shen 2nd
Lawyer | Connector | Educator | Investor
1mo · Edited ·

“There is no single route to success.”

+ Follow ...

This line from Prime Minister Lawrence Wong's 2025 National Day Rally speech really resonated with me.

Last night, PM Wong spoke about how young Singaporeans today have more diverse pathways, than ever, “to grow, to experiment, to take risks, and find their own way forward”. And how the government will back them with “opportunities, resources and guidance”.

A couple of months ago, I reunited with the a cappella group I sang with as a student.

We were university kids in search of community and identity, and called ourselves ngam: a playful expression that means “just right” in Hokkien/Cantonese.

We rehearsed in stairwells and lecture halls, arranged our own medleys (the memes of our time), and followed heroes like local a cappella legends Budak Pantai.

In 2001, we performed publicly for the first time at the AKA a Cappella competition organised by Chijmes, won Best Newcomer, and ended up on the evening news.

This was before Glee. Before TikTok. Before “viral” meant anything digital. Music wasn't yet streamable, digital cameras were grainy, and music arranging software was clunky. But we had curiosity, drive, and just enough foolishness to give it a go.

We were constrained, as youth often are, by inexperience and resources. But we were free. Free to explore what we loved, to follow the inclinations of our hearts, and make it so.

Fast forward a couple of decades: although Joanna Dong is the only one among us to have made a successful career of music, the rest of us have found success in our own way. As spouses and parents, church workers, lawyers, management consultants, pilots, postdocs, urban planners, and venture capitalists.

Life has taken us far and wide. From boardrooms in Jakarta to startup HQs in Silicon Valley. From palaces in Bhutan to labs in Singapore. From the world stage in Beijing to Jumbo Jets 35,000 feet in the air.

As I reflect on our journey, I'm thankful to have grown up in a Singapore that gave us room to explore passions and supported different pathways to success.

To ngam: thank you for being part of my youth. May you always find “just right”.

And to young Singaporeans: may you find the courage to follow your own tune, the freedom to explore paths less taken, and the support of a country and a community that believes in many ways to succeed.

I have included, in the comments below, links to the transcript of PM Wong's National Day Rally speech, as well as a selection of relevant articles by [The Business Times](#), [CNA](#), and [The Straits Times](#).

ngam welle, by Xinhong Lim, Ph.D.



VIEW THE POST HERE

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

James Quarmby

WHAT WE LOVE ABOUT THIS POST

“

One post that deserves Hall of Fame status is “Why public sector productivity matters”, where Quarmby imagines the Chancellor’s Budget speech as he believes it should be — disciplined, direct and rooted in economic realism. It shows his hallmark clarity and authority: a lawyer’s precision applied to public policy, making complexity sound both urgent and intelligible.

”



James Quarmby · 2nd
Founding Partner, Private Wealth, Stephenson Harwood LLP

+ Follow · ···

Why public sector productivity matters

I've written the Chancellor's Budget speech in which she finally does what needs to be done

Mr Speaker,

The truth is simple: since Covid, the British state has been spending more — and delivering less. Productivity across our public services is still below 2019 levels, yet day-to-day spending has risen sharply. That is the core of the challenge we face.

Now, let me be clear. This Government will not stand by while taxpayers pay more and get less. We will act.

First, we will cut waste, not services. Procurement will be reformed, duplication in administration ended, and routine transactions moved online. We will publish departmental savings so the public can see exactly where their money is being protected.

Second, we will fix the workforce model. Too much is being wasted on agency staff and turnover. We will back our experienced nurses, teachers and civil servants with proper retention offers, smarter rostering, and new professional roles so that skilled staff spend their time where they add most value.

Third, we will invest to save. We will put money into scanners, theatres, IT systems and courtrooms where bottlenecks are holding Britain back. These are not luxuries — they are the foundations of a modern, efficient state.

This is not austerity. It is reform. It is responsibility. And it is respect — respect for the taxpayer who works hard and rightly demands value, respect for the staff who serve on the frontline, and respect for the citizen who deserves public services that work.

Mr Speaker, we cannot continue to spend more and get less. This Government will deliver more for every pound — and in doing so, rebuild trust in the state itself.



[VIEW THE POST HERE](#)

ARE YOU **AN ASSOCIATE** IN A UK LAW FIRM?

Your experience matters. The TBD Law Firm Associates Survey gives you an anonymous platform to share your views and gives leaders the data they need.

Why should you take part?



100% anonymous — no response will ever be traced back to you



Your feedback joins that of peers across the UK, giving weight to **collective trends**



You help **shape conversations** around firm culture, career paths, retention, wellbeing, and more



As thanks, participants get **early access to key trends** before anyone else

Share your voice today: take the TBD Law Firm Associates Survey and help shape the future of legal careers at [**tbdmarketing.co.uk/law-firm-associates-survey/**](https://tbdmarketing.co.uk/law-firm-associates-survey/)



SCAN ME

AN INTRODUCTION TO THE LEADERS

Cream rises.

The ascent to the top of the leaders' chart has been rapid for Lewis Silkin's Joint Managing Partner, Jo Farmer.

What's been interesting, as an observer of her approach this quarter, is her adoption of a campaigning style approach to her posting. Sure, she's embraced the chance to celebrate the best of her firm and her people (most top 200 firm leaders still don't) but she's added a dimension that I think we've only seen in three other individuals in the legal sector on LinkedIn to date: campaigning.

"I infamously never iron," she said in this quarter's most successful post by a law firm leader. Thematically, it sat alongside other killer posts such as "Do you cry at work?" and "School is finally out for summer for everyone... [don't feel guilty]". Bangers, one and all.

My sense is that this is what the legal sector is crying out for in a post-AI world: leaders who lead out loud. Who parent out loud. Values that mean something.

Do I think it's easier at a firm like Lewis Silkin with fewer practice areas and a client base that by default is "ideas forward"? Yes, of course. But, equally, do I think that other law firm leaders can emulate this proactive campaigning style for the broader benefit of their business, their people, their clients? Yes, I really do.

Keep rising, Jo. We're following.



Simon Marshall
CEO, TBD Marketing



Q&A: GRAEME MAGUIRE

When did you decide to start to use LinkedIn to share posts and why?

I started using LinkedIn about 10 years ago, mainly because many of my American clients and contacts were using LinkedIn and it was (and is) a great way of keeping in touch and engaging with them. Over time, this has evolved globally, and as Chair, LinkedIn allows me to stay up to date with the fantastic achievements of my colleagues and contacts across many countries and stay engaged in the community.

Why do you think your posts encourage your followers to comment and engage?

Most of my posts support colleagues and highlight their successes, achievements, and contributions across the globe. I love to share photos which I think is a much more engaging form of content. It's nice to see actual faces of colleagues, clients, and friends, and capture a moment where we were brought together.

How do you keep thinking of new things to share about?

I'm privileged to Chair an amazing global firm with 34 offices in 24 countries. That provides an endless supply of interesting things to comment on and celebrate. Opportunities find a way of presenting themselves – a post that seemed to garner a lot of attention recently was a pair of Bird & Bird 'budgie smugglers' from our Australian office!

Have you had any breakthrough results as a result of using the platform? Hires? Client wins? Introductions?

It's been more a story of steady, helpful reinforcement of our culture and our brand than a platform for generating standout instant wins, but in the long

game, that's what matters most. I know anecdotally colleagues have won work through reaching out via LinkedIn. If you don't have a presence on LinkedIn then you're never even going to get that chance, let alone win it.

Has the firm been supportive of what you're doing and - assuming it has - what lessons could other law firms learn?

Yes. What I do works for me and us in our context. Every firm is different, and others are better placed to decide what approach suits them but being authentic and consistent is always a good starting point. We're definitely taking the approach of getting our people to engage with LinkedIn as ultimately a personal brand can be so powerful.

What would you say to firms/leaders/business professionals?) that are hesitant about getting going on LinkedIn?

The honest answer is I have not given this much thought. I have strong relationships with Senior Partners across many firms, so now that I've been prompted, I'll ask! That said, for anyone hesitant about using LinkedIn, I'd say, don't overthink it. You don't need to be loud or prolific, just be present. Share what feels relevant, celebrate others and use the platform as a way to stay connected and visible in a way that suits your style.



Do you get involved in training others on how to use the platform?

I'm conscious and deliberate in how I use LinkedIn, knowing that it encourages others to engage with the platform. Highlighting different colleagues who are active also works well. Many years ago, when I led our global Tech & Comms group, I invited @Martin von Haller Gronbeak to speak at our retreat about how he uses LinkedIn, and since then other colleagues have led similar sessions. It resonates when someone in your own context shares how they use LinkedIn, even if everyone's approach rightly differs. Seeing peers use the platform confidently can be the best kind of training. Anna Raby and Emma Lago are great at supporting colleagues on what may work best for them.

Who should we keep an eye out for in future? Do you have any future social media stars in the making?

I did a post a while ago suggesting people follow a few standout colleagues in Germany, Richard Dissmann, Marc Seeger and Uwe Lüken, so they spring to mind immediately. In legal tech, Kate Deniston, Jennifer McBride and Hélder Santos are ones to watch. Toby Bond is doing great work around AI, and Rebecca O'Kelly-Gillard is brilliant on IP. Pawel Sawicki, Stuart Cairns and Graham Smith are already stars! This could get very long, so I'll stop!

Which creators would other legal sector professionals be wise to follow?

As a telecoms & tech lawyer, I'll give a plug for the International Institute of Communications (IIC). It's a truly global organisation that shapes the global policy agenda for the ICT and digital ecosystem. Membership goes far beyond traditional telcos, Meta, Google and Netflix are all active members and the content is consistently high quality and thought provoking. I'll also highlight Brennan Ong, CEO of LawAdvisor Ventures, who is doing transformative work in legal tech delivery.

Graeme Maguire

Chair of the Board and Tech & Comms Partner
Bird & Bird

Bird & Bird

TOP 5 LEADER PROFILES

01

JO FARMER

Jo Farmer brings to Lewis Silkin a gently, insistent clarity. Her voice on LinkedIn isn't shouty, but persuasive. She writes about challenges in practice, innovation and leadership in the law with a tone that is modest but never meek, grounded but never apologetic. She dissects complexity with brevity and empathy. Try trumping that for a brand ambassador.

Maybe her distinct strength resides in the bridges she builds: between clients and systems, between rigour and pragmatism. She doesn't simply flag problems, she outlines solutions. Her contributions feel like private counsel turned public gift: insight offered, not asserted.

In a role where it's easier to be part of the masses and avoid stating anything, she posts, maybe once a week. Whether she's exploring a cultural bottleneck or sharing a leadership lesson, she writes as someone who not only knows the law and her clients but also understands how the sector works and how the people in it feel. More of this, please.



TOP 5 LEADER **PROFILES**

02

PAUL SAMs

Paul Sams is self-aware enough to know he's not going to be everyone's cup of tea, but he's even less likely to care. That, of course, is part of his appeal. His writing is blunt, funny and often full of the kind of honesty that most leaders edit out. He tells stories that retain the rough edges and lived experience of real practice, the people who test your patience, the moments that test your judgement, the ongoing tests of his leadership.

What makes him distinctive is tone. He's irreverent, but not irrelevant; confident, but not self-satisfied. Beneath the wit sits substance borne of an instinct for how law actually feels to the people who rely on it.

His posts may divide opinion, but they always sound like him. And in a profession still at the foothills of leadership authenticity, that's precisely what makes Paul Sams worth listening to.



TOP 5 LEADER PROFILES

03

JAMES GEARY

James Geary's posts are measured, insightful and quietly human, built around the realities of running a modern law firm rather than the clichés of "vision" and "strategy." He talks about people, pressure and performance with a fluency that comes from experience, not theory.

What makes him distinctive is restraint. He never overstates, never performs, and never hides behind corporate polish. The result is a tone that feels grounded; the voice of someone who has done the work, made the mistakes, and still believes in doing things better. On a platform that can confuse noise for leadership, Geary shows the opposite: clarity as strength, consistency as credibility.

He doesn't write to impress; he writes to make sense. That's what makes him worth reading.



TOP 5 LEADER PROFILES

04

MIGUEL ZALDIVAR

Miguel Zaldivar writes like a global leader who still believes precision is a form of respect for clients, colleagues and the craft of law. His posts balance scale and substance: one week celebrating Hogan Lovells' 35 years in Paris as a case study in sustained investment, the next outlining the firm's landmark \$2 billion win for PrivatBank. Each is a study in composure; factual, strategic, and grounded in gratitude.

What makes him distinctive is steadiness. He writes about achievement without ego, innovation without cliché. Whether marking a client victory or an industry accolade, Zaldivar uses LinkedIn both to promote, but more to explain what excellence looks like when it's earned.

His posts read like leadership briefings; disciplined, lucid, and decidedly motivating.



TOP 5 LEADER **PROFILES**

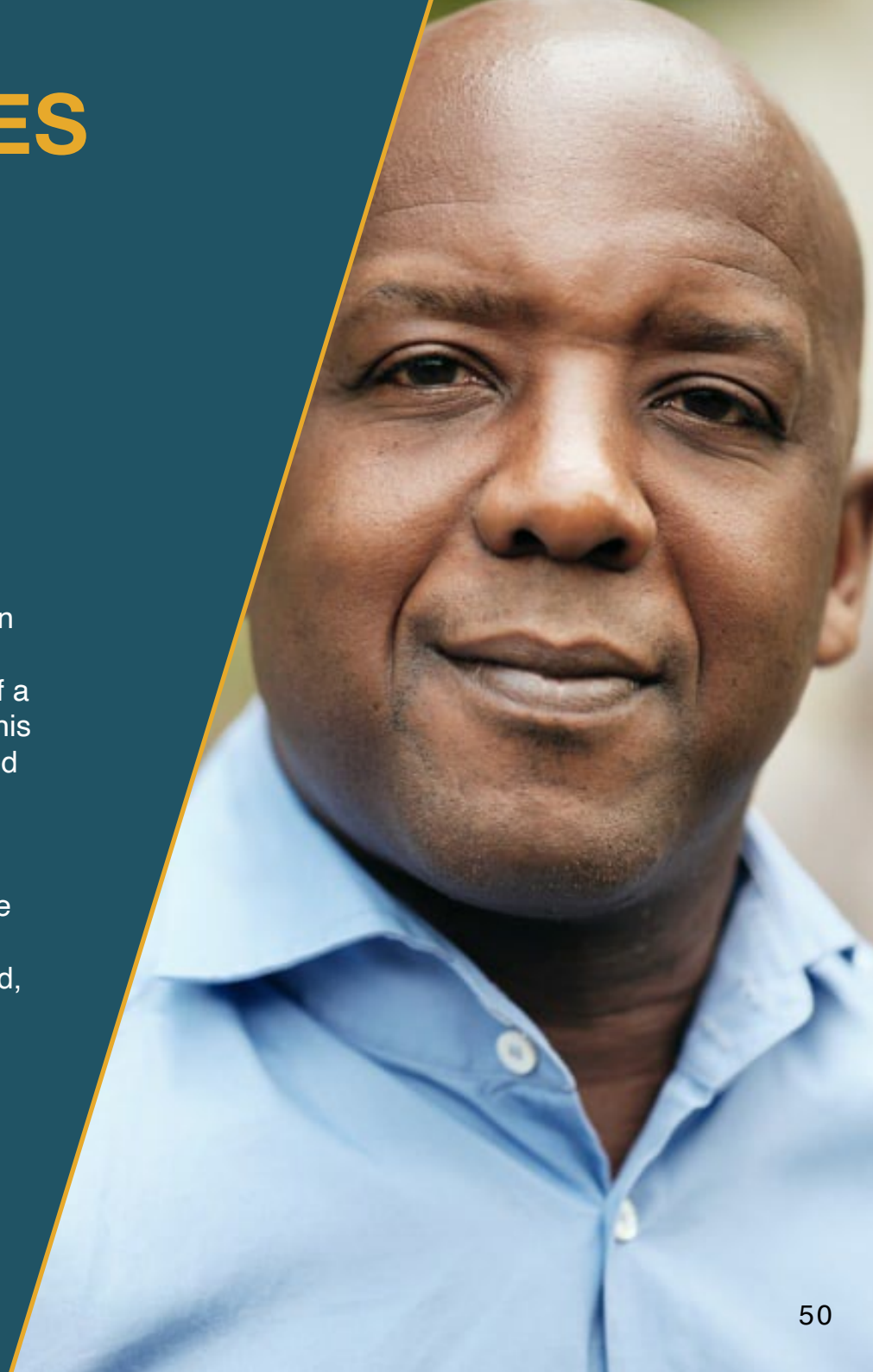
05

TREVOR STERLING

Trevor Sterling shows no sign of slowing down as he celebrates 40 years in the legal profession. Where others might have invited reflection, he has chosen, if anything, increased momentum. As the UK's first Black leader of a top-100 law firm, Sterling has long been a figure of quiet transformation. This year, he extended that impact with Be The Ladder, a not-for-profit dedicated to improving social mobility.

What makes him distinctive is energy with purpose. His tone is steady, his success posts are always posted in an effort to encourage others to pursue their own goals. He is always focused on what comes next. Sterling writes and leads with the same conviction: that opportunity should be built, shared, not awaited or expected.

His posts are a stark reminder that leadership means leaving the ladder standing once you've climbed it.



TOP 20 LEADERS



NO. 1 – **JO FARMER**
LEWIS SILKIN
TOTAL POWER SCORE: **9,408**



NO. 2 – **PAUL SAMS**
DUTTON GREGORY
TOTAL POWER SCORE: **5,881**



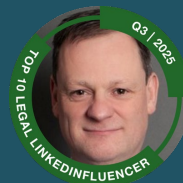
NO. 3 – **JAMES GEARY**
EMW LAW
TOTAL POWER SCORE: **4,657**



NO. 4 – **MIGUEL ZALDIVAR**
HOGAN LOVELLS
TOTAL POWER SCORE: **3,876**



NO. 5 – **TREVOR STERLING**
MOORE BARLOW
TOTAL POWER SCORE: **3,531**



NO. 6 – **GRAEME MAGUIRE**
BIRD & BIRD
TOTAL POWER SCORE: **3,249**



NO. 7 – **EMILY MONASTIRIOTIS**
SIMMONS & SIMMONS
TOTAL POWER SCORE: **2,380**



NO. 8 – **JON HAYES**
DLA PIPER
TOTAL POWER SCORE: **2,138**



NO. 9 – **GEORGIA DAWSON**
FRESHFIELDS
TOTAL POWER SCORE: **2,126**



NO. 10 – **PAULINE WILD**
FORBES SOLICITORS
TOTAL POWER SCORE: **2,123**



NO. 11 – **PAUL JENKINS**
ASHURST
TOTAL POWER SCORE: **1,984**



NO. 16 – **GUY LONGHURST**
ELLISONS
TOTAL POWER SCORE: **1,072**



NO. 12 – **CHRISTIAN BARTSCH**
BIRD & BIRD
TOTAL POWER SCORE: **1,563**



NO. 17 – **RICHARD POLLINS**
DMH STALLARD
TOTAL POWER SCORE: **997**



NO. 13 – **DEREK RODGERS**
GARDNER LEADER LLP
TOTAL POWER SCORE: **1,175**



NO. 18 – **AEDAMAR COMISKEY**
LINKLATERS
TOTAL POWER SCORE: **995**



NO. 14 – **DAVID JACKSON**
SHOOSMITHS
TOTAL POWER SCORE: **1,170**



NO. 19 – **CAROLENA GORDON**
CLYDE & CO
TOTAL POWER SCORE: **963**



NO. 15 – **PAUL DANIELS**
RWK GOODMAN
TOTAL POWER SCORE: **1,140**



NO. 20 – **MARK LONDON**
DEVONSHIRES
TOTAL POWER SCORE: **959**

AN INTRODUCTION TO THE INDIES

The Indies continue to have their own rankings list as I firmly believe that they are allowed to post more freely than their top 200 firm counterparts. But peer comparison is worthwhile, so let's dive into the detail for a moment.

Of the 60 people listed in this quarter's rankings, 48 would rank in the main top 100 list. In fact, on a combined top 20 Main and Indies list, it would be a dead heat with 10 people from each.

And yet... the Indies' advantage has always been freedom. Without the corporate filters or brand committees that shape larger firms' messaging, they can move faster, write braver, and connect more directly. That agility often translates into sharper engagement and clearer personal brands. In my view, the top end should be ahead of the Main list.

What's next for this group? Maybe a chance to recapture that undoubted momentum from 2020 and the early days lead they had on the lawyers in the Main list?

It's good to see some new voices join the charts over the past quarter - we'd love to see this trickle turn into a flood who represent the opportunities (and challenges) of working in smaller firms, and in consultancy roles.



Simon Marshall
CEO, TBD Marketing



SIX KEY STATS

Individuals needed

2,588

to make the top 60

The total power score of the top 60 was

444,363

46 FIRMS

are represented in the top 60

8 PEOPLE

accounted for 50% of that score of 444,363

16 NEW PEOPLE

got their names in the top 60

13 PEOPLE

scored over 10,000 points this quarter

NEW PEOPLE WHO RANK ON THE LIST



CHRISTOPHER LINTON

Wollens
POWER SCORE: 14,004



JONATHAN LEA

The Jonathan Lea Network
POWER SCORE: 6,235



SARAH WHITMORE

Warner Goodman
POWER SCORE: 5,664



ALICE KINDER

Bexley Beaumont
POWER SCORE: 4,453



EMMA-JANE TAYLOR-MORAN

Rebel Law
POWER SCORE: 3499



IQRA ALI

Legal Diversity
POWER SCORE: 3354



JACQUELINE EMMERSON

Emmersons Solicitors Limited
POWER SCORE: 3140



RUTH JAGO

Levi Solicitors LLP
POWER SCORE: 3064

NEW PEOPLE WHO RANK ON THE LIST



ADAM HORNER

Parkers Solicitors
POWER SCORE: 2868



MARC LANSDELL

Evolve Law
POWER SCORE: 2809



NATALIE CLARKE

Carbon Law Partners
POWER SCORE: 2761



PHIL LEE

Digiphile Services Limited
POWER SCORE: 2717



MARC ETHERINGTON

Rayden Solicitors
POWER SCORE: 2135



KERRY ENGLAND

The Family Law Co.
POWER SCORE: 2126



PENINA SHEPHERD

Acumen Law
POWER SCORE: 1992



AKBAR ALI

Ali Legal Ltd
POWER SCORE: 1909

TOP 5 INDIE PROFILES

01

HENRY NELSON-CASE

Henry's posts hold a mirror to the profession - mainly in the form of memes or posts which prompt us to reflect. Light on technical content, heaving on the humour and reflection. He's bringing his TikTok game to the platform in a way that others did before from Instagram and beyond.

His body of work doubles as commentary on law, culture, and human behaviour. The punchlines are dry, the timing perfect.

And... it works. He scores more than twice as much as any other indie and only narrowly misses out the the main other social commentator on our lists (Mark Stephens) when it comes to overall score.

Another thing they have in common? They both seem to be playing a different game on LinkedIn to the rest of us. And it's working.



TOP 5 INDIE PROFILES

02

CRAIG KELLY

Corporate lawyers rarely feature this high in the rankings, but Craig Kelly isn't a typical corporate lawyer.

His posts mix commercial sharpness with cultural fluency, showing that dealmakers can (and should) write with both clarity and wit. Where most transactional content reads like a dull press release, his feels like a conversation, with a sharp headline, one visual and just enough irony to make the point land.

Craig proves that corporate does not have to mean corporate-sounding. His feed makes the technical readable and the serious human, and that is why he has emerged as a quiet standout in the rankings.



TOP 5 INDIE PROFILES

03

NIC ELLIOTT

You can tell a lot about someone from lunch together. I found that Nic Elliott talks the same way he writes: straight, curious, no fluff. He's one of those lawyers who makes complex things sound simple — because he understands them and because he understands the benefit of his clients understanding them.

His posts are the same. They're not about chasing reach or proving a point; they're about sharing what it's really like to do the job well. He writes about clients, teams and the day-to-day of practice with warmth and an easy kind of authority. I guess that that's what comes of also being the firm's HR director.

What makes Nic stand out is that he never tries too hard. Spend five minutes on his feed and you'll find what good LinkedIn looks like: calm, useful and just the right amount of human. Oh and if he invites you to lunch, accept. You won't regret it.



TOP 5 INDIE PROFILES

04

HELEDD WYN

You could drop Heledd Wyn into the middle of somewhere she's never been, and within minutes she'd be on first-name terms with everyone there. That mix of warmth and confidence is exactly what makes her so effective — people trust her, fast. She has that rare combination of approachability and authority that you can't fake.

Her posts reflect the same thing: practical, human and grounded in real experience. She writes about private client work with clarity and heart, showing that technical skill means more when it's grounded in empathy and understanding.

What makes Heledd stand out is balance. She's sharp without being sharp-edged, thoughtful without overthinking, and always anchored in what helps people most. Spend a few minutes on her feed and you'll see it — insight, humour and generosity working in tandem. The legal brain is brilliant; the human one is even better.



TOP 5 INDIE PROFILES

05

LISA HAYWOOD

Some people talk about getting things done. Lisa Haywood just gets on with it. This quarter she assembled what sounded like the entire contents of Cornwall's Ikea — and still found time to run a law firm, shape a brand and leave her stamp on pretty much everything happening along the coast.

That same energy runs through her posts. They're brisk, funny and practical, the kind that make you think she's probably replying to an email while writing them. She talks about business and leadership without the usual gloss, showing what it looks like to build something real, day by day.

What makes Lisa stand out is her pace and precision. She can shift from strategy to flat-pack in the same breath and make both look effortless. Cornwall might have the sea views, but it's Lisa who's setting the horizon.



TOP 30 INDIES



NO. 1 – **HENRY NELSON-CASE**
THRIVE LAW
TOTAL POWER SCORE: **65,191**



NO. 2 – **CRAIG KELLY**
AQUABRIDGE LAW
TOTAL POWER SCORE: **31,247**



NO. 3 – **NIC ELLIOTT**
ACTONS SOLICITORS
TOTAL POWER SCORE: **26,854**



NO. 4 – **HELEDD WYN**
ROTHLEY LAW LTD
TOTAL POWER SCORE: **23,407**



NO. 5 – **LISA HAYWOOD**
STUTT ASSOCIATES
TOTAL POWER SCORE: **21,167**



NO. 6 – **PARDEEP KANDOLA**
THOMAS FLAVELL & SONS
TOTAL POWER SCORE: **19,242**



NO. 7 – **STEVEN MATHER**
NEXA LAW
TOTAL POWER SCORE: **18,775**



NO. 8 – **HARRY MCCARTHY**
JOHN HODGE SOLICITORS
TOTAL POWER SCORE: **17,712**



NO. 9 – **CHRISTOPHER LINTON**
WOLLENS
TOTAL POWER SCORE: **14,004**



NO. 10 – **BILLIE-ANN SAMARDZIJA**
WALLACE ROBINSON & MORGAN
TOTAL POWER SCORE: **12,162**



NO. 11 – **CHRISSIE WOLFE**
NEXA LAW
TOTAL POWER SCORE: **11,568**



NO. 16 – **RENA CHRISTOU**
HALBORNS LIMITED
TOTAL POWER SCORE: **8,028**



NO. 12 – **JODIE HILL**
THRIVE LAW
TOTAL POWER SCORE: **11,151**



NO. 17 – **RUBINA FERREIRA**
WOODSTOCK LEGAL
TOTAL POWER SCORE: **7,712**



NO. 13 – **RENEE PILLAY**
PJH LAW SOLICITORS LLP
TOTAL POWER SCORE: **11,141**



NO. 18 – **HAMZAH SHARIF**
ZEN LAW SOLICITORS
TOTAL POWER SCORE: **6,965**



NO. 14 – **AMY COUSINEAU MASSEY**
MCCARTHY SOLICITORS
TOTAL POWER SCORE: **10,947**



NO. 19 – **JONATHAN LEA**
THE JONATHAN LEA NETWORK
TOTAL POWER SCORE: **6,235**



NO. 15 – **XIAO PAN**
WITAN SOLICITORS
TOTAL POWER SCORE: **8,905**



NO. 20 – **SARAH WHITEMORE**
WARNER GOODMAN
TOTAL POWER SCORE: **5,664**



NO. 21 – **ANASTASIA TTOFIS**
ILA
TOTAL POWER SCORE: **5,591**



NO. 26 – **SIMONE RITCHIE**
ARCH LAW
TOTAL POWER SCORE: **5,041**



NO. 22 – **JADE GANI TEP**
CIRCE LAW LTD
TOTAL POWER SCORE: **5,475**



NO. 27 – **ESTELLA NEWBOLD BROWN**
AMPHLETT LISSIMORE
TOTAL POWER SCORE: **4,941**



NO. 23 – **LIZ SMITH**
CARBON LAW PARTNERS
TOTAL POWER SCORE: **5,410**



NO. 28 – **PHILIP HYLAND**
PJH LAW
TOTAL POWER SCORE: **4,811**



NO. 24 – **CHRISTOPHER CLAYTON**
LONGDEN, WALKER & RENNEY SOLICITORS
TOTAL POWER SCORE: **5,334**



NO. 29 – **JON CRADDOCK**
ARES LEGAL LIMITED
TOTAL POWER SCORE: **4,803**



NO. 25 – **LILY MALEKYAZDI**
NEXA LAW
TOTAL POWER SCORE: **5,139**



NO. 30 – **LIAM BAWDEN**
FOYS SOLICITORS
TOTAL POWER SCORE: **4,780**

TOP 31 - 60 INDIES

Q3 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
31	Paul Britton	Britton and Time Solicitors	4,741
32	Sarah Dodd	Tree Law	4,658
33	Kush Birdi	Birdi & Co	4,532
34	Alice Kinder	Bexley Beaumont	4,453
35	Alisha Butler	Phoenix Legal Solicitors	4,416
36	Joe Hyland	PJH Law	4,200
37	Ian McCann	Legal Studio	4,156
38	Donna Scully	Carpenters Group	4,092
39	Catherine Prosser	Berwins	3,889
40	Alicia Hilton	Holmes & Hills	3,685
41	Emma-Jane Taylor-Moran	Rebel Law	3,499
42	Puja Modha	Aria Grace Law	3,365
43	Jacqueline Emmerson	Emmersons Solicitors Limited	3,140
44	Marcin Durlak	IMD Corporate	3,125
45	Arun Chauhan	Tenet Compliance & Litigation	3,113
46	David Smith	Spector Constant & Williams	3,076
47	Isobel Willoughby	Newtons Solicitors Ltd	3,071
48	Ruth Jago	Levi Solicitors LLP	3,064
49	Chris Bridges	Tacit Legal	3,059
50	Sana Saddique	Collective Law Solicitors	2,942
51	Adam Horner	Parkers Solicitors	2,868
52	Marc Lansdell	Evolve Law	2,809
53	Natalie Clarke	Carbon Law Partners	2,761
54	Phil Lee	Digiphile Services Limited	2,717
55	Rafael Singer	Summerfield Browne	2,583
56	Sian Lias	Phillips Law	2,488
57	Clare Chappell	Carbon Law Partners	2,397
58	Dan Johnson	Equitable Law	2,383
59	John Andrews	Ronald Fletcher Baker	2,378
60	Natalie Sutherland	Burgess Mee	2,333

FIRMS WITH MORE THAN ONE INDIE RANKED IN THE TOP 50

RANK	FIRM	FIRM	NO. OF INDIES
1	Nexa Law		3
2	Thrive Law		2
2=	Carbon Law Partners		2

Q&A: HARRY MCCARTHY

When did you decide to start to use LinkedIn to share posts and why?

I've had LinkedIn since I was at university as I remember being told that we essentially had to have it. That being said, until about 6 months ago I was a typical LinkedIn lurker – I'd reshare a corporate post, like something a few days later and then maybe comment on something a week after that. I was very much just using it as a digital CV. Whilst this wasn't taking much effort, it made me realise that I was getting nothing from it and that I'd need to change how I was using LinkedIn as I didn't feel that deleting it would be an option.

I came to the conclusion that the boring corporate posts were not the types of post I enjoyed seeing on LinkedIn, and they certainly were not the posts that I engaged with. So, I decided that if I can use LinkedIn to show some personality and character then this would make me stand out from every other lawyer on the platform who still fit into the lurker camp.

Why do you think your posts encourage your followers to comment and engage?

That's the million pound question and if I knew the answer then I might be higher up the rankings! In all honesty, I am trying to have fun on LinkedIn and show character and I think that people really relate to that. They enjoy seeing that I am not just another name. Equally, I do try and show some seriousness from time to time. I think that having this balance and showing that I am a genuine human who can be funny, but also emotionally intelligent, helps to breakdown the corporate layer and show that I (and by extension other lawyers) am just a regular person.

How do you keep thinking of new things to share about?

I draw inspiration from quite a lot of things. It sounds like a cliché, but the

more I post the easier it gets to think of other posts. That being said, there will be a natural ebb and flow when it comes to drafting posts.

Because I am generally trying to use LinkedIn to show character, I think that gives me quite a lot of scope for the content I can put out. I am able to either be funny or show my opinions on things. These things feel like they come naturally to me as I am just being the same person I am in the flesh, but via LinkedIn. There are times where I can find it harder to come up with content. That's not because I don't have something to say, but articulating for LinkedIn can sometimes be tricky. Because we all have jobs and real lives, sometimes I can have multiple posts scheduled and other times things are much more off the cuff – I don't know which is better!

Have you had any breakthrough results as a result of using the platform? Hires? Client wins? Introductions?

LinkedIn has certainly made real life networking more open than it was before. I have been able to have conversations with new and existing contacts who have seen my posts on LinkedIn. That has been really helpful as a way to maintain and grow professional relationships. My presence here has also given me the chance to quote for work and engage with other professionals about hosting webinars, which is something that I doubt



would have happened if I hadn't been able to showcase my personality on LinkedIn. On a more personal level, it has allowed for me to get to know people who I probably wouldn't have met otherwise. The legal professional can sometimes be a lonely place, so having the chance to get to know people on a purely social level is a really great support network.

Has the firm been supportive of what you're doing and - assuming it has - what lessons could other law firms learn?

Yes, they have been. Everyone has been saying how as a firm and individuals we should be more active, so when I started being active it was well received. One big positive is that I haven't been micromanaged here on LinkedIn. The firm are happy for me to build this network but don't want to see and redraft every post. By acknowledging that what I am doing is working, and leaving me to get on with it, this has given me much more freedom on this platform.

Whilst firms need to have social media policies etc, generally I think other firms could try and give their staff more autonomy on LinkedIn. If the staff have found a formula that works, and are able to generate engagements that exceed what the corporate page is getting, then I think you just need to let them run with it as the firm will only benefit from this long term. I appreciate that this might be easier said than done for some!

What would you say to firms/leaders/business professionals?) that are hesitant about getting going on LinkedIn?

I was nervous at the start and a little overwhelmed. Not knowing what to post and thinking I would be laughed out of the virtual room. Even worse, that no one would engage with my posts at all.

It's time for another cliché, but just taking that first leap makes it all so much easier. Once you have made that post, and it hasn't been trolled or ignored – people actually like it and comment etc – this makes it feel so liberating. Taking that first step can be difficult, so I found engaging with other people's content a good way to get into the swing of things. Once I was able to comment on people's posts and have good conversations with them all I had to do was carry over my natural tone to a post myself.

Through a purely self-interested lens, if you aren't posting but your peers or competitors are, then the potential client or referrer probably won't be thinking about you when the time comes. You might then find that you make some great contacts and enjoy yourself on the way!

Do you get involved in training others on how to use the platform?

Yes, I have been training some of my colleagues, maybe mentoring might be a better word. Trying to encourage them to be more active on LinkedIn and sharing the benefits of what it can bring. I wouldn't say I am an expert and I'd class myself as someone who dabbles, but being able to talk to others about LinkedIn is rather fun. I am a bit of a nerd when it comes to data (around engagements etc) and I thoroughly enjoy LinkedIn as a platform, so I do try and share the word as much as I can. Without too much smugness, I am pleased to see more of my colleagues becoming more active here. Long may that continue!

Who should we keep an eye out for in future? Do you have any future social media stars in the making?

Given that some of my colleagues are more active on LinkedIn now, I feel like I should probably name drop them here! If they become stars, I'll take the credit, but if they don't I'll deny all knowledge! So, if you go and connect with Kerry Graham, Nikki Taylor and Amber Vincent I'm sure they'll appreciate it!

Which creators would other legal sector professionals be wise to follow?

When I started to be more active here, I felt that my voice fit somewhere between Jon Gregson and James Quarmby (trying to blend humour and technicality). That being said, if you don't follow them you must have been living under a rock!

One of my favourite voices to follow is Inês Pinheiro. Her content is fabulous and really shines a light on the human condition. She is fantastically brave and her content is so authentically refreshing.

I'd highly recommend Xiao Pan. Her humour but also her frankness is so amazing. She is a perfect example of the power of this community that these rankings have created.

I also really enjoy seeing posts from Liam Bawden. He's someone that is so inspiring when you look at his career trajectory - if I could achieve a fraction of what he has, then I'd feel like I have had an impactful career.

There are, however, just too many people to name here. Really everyone in these rankings, and multiple people outside of them too are fantastic people with compelling content and voices.

One thing I would say, is not just to limit yourself to people from your particular field. Some of the best connections I have made live very different professional lives to me. The real power from LinkedIn is the melting pot that it has created and the fact we can have a basically unlimited network on our phones that we can just dip in and out of when we want.

Harry McCarthy
Solicitor and Associate
John Hodge Solicitors



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Join our new LinkedInfluencer course - a 10-week programme built for legal professionals who post but don't yet perform. Learn how to grow your following, boost engagement, and turn visibility into real opportunities.

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A stronger, more **confident voice** in your sector



A track record of **high-impact content** that drives opportunities

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tbdmarketing.co.uk/the-linkedinfluencer-course-from-middling-to-ranking/



SCAN ME

AN INTRODUCTION TO THE BARRISTERS

Barristers are the second-fastest growing group on LinkedIn this quarter, with total power scores up 19.54% since Q2. But the real story isn't just growth, it's migration. More and more barristers are drifting from Twitter (or X) to LinkedIn, choosing to speak where clients, referrers and future colleagues actually are. Especially on the commercial side of the Bar. The tone has shifted too: less performance, more perspective.

Dr Tunde Okewale OBE leads with purpose, writing about social mobility and leadership in a way that invites reflection rather than reaction. Jim Sturman KC shares four decades of experience with grace and gratitude, while Simon Anderson shows that leadership can be funny, self-aware and human. Laura Brown keeps the daily rhythm of chambers visible, proof that professionalism and warmth can coexist. And Andrew Hogan reminds everyone that personality builds trust, even when the subject is, almost exclusively, dogs.

Fair warning: Our Q&A with Rebecca Murray, who placed sixth overall shows us how far we have yet to travel at the Bar. Expect to hear more, much more, from her, Anna Yarde and their peers as the Bar finds its feet on LinkedIn over the course of the next year.



Simon Marshall
CEO, TBD Marketing



TOP 5 BARRISTER PROFILES

01

TUNDE OKEWALE OBE

Dr Tunde Okewale writes about social mobility, leadership and justice with the same focus he brings to his work. His posts don't chase headlines — they make space for reflection. He shares stories about young people finding their way into the profession, moments of progress that matter, and the small decisions that add up to change.

What makes his writing stand out is its honesty. He talks about inequality without grandstanding and about leadership without turning it into a slogan. Each post feels rooted in lived experience — a mix of insight, empathy and action.

Tunde's voice carries weight because it comes from somewhere real. He's not trying to sound inspiring; he's trying to make things fairer. And that quiet intent, over time, is what gives his words their strength.



TOP 5 BARRISTER PROFILES

02

ANDREW HOGAN

Andrew Hogan doesn't overthink LinkedIn.

Or does he?

He writes about his dogs, and people love it.

In a feed full of legal updates and thought pieces, his posts are a reminder that personality counts too. They're simple, warm and real, small moments that show the person behind the practice.

That's why they work: they make people smile, and they make the profession feel a bit more human.

And he's front of mind for his audience each and every day, who are invested in his wellbeing and that of his many, many pets.



TOP 5 BARRISTER **PROFILES**

03

LAURA BROWN

Laura Brown makes it look effortless. Her posts show her daily life with warmth and precision: the small celebrations, the behind-the-scenes organisation, and the people who keep it all moving. There's just a calm efficiency and genuine appreciation for the work and the people around her.

Her updates give a sense of rhythm: deadlines met, events managed, and a community that stays connected because someone makes sure it does. There's humour too, the kind that comes from knowing how to handle pressure without losing perspective.

Laura's feed is a reminder that leadership doesn't always come with a title. It can look like someone who holds things together, shares credit easily, and makes the workplace feel steady and human.



TOP 5 BARRISTER PROFILES

04

JIM STURMAN KC

Jim Sturman has been a legend of the criminal Bar for decades, but a quick coffee with him a few months ago confirmed how lightly he carries that experience. He writes as someone who has seen the full range of human behaviour, inside and outside the courtroom, and still believes in fairness, preparation and perspective.

His recent post about his 42 years at the Bar reads like a masterclass in perspective. It isn't a victory lap; it's a thank-you note to mentors, colleagues, solicitors and family. He tells the story of how it began: a walk up Middle Temple Lane, a word from Howard Godfrey, and the moment he learned he'd earned tenancy. Forty-two years later, he's still in the same chambers, still learning, still grateful.

The tone is unmistakably his: steady, generous, funny in passing and completely unforced. He writes about the work, but also about the people who shaped it: those who taught him, those who took a chance on him, and those who've had to live with his impossible hours. His advice to students says it all — listen, learn, laugh, and be nice. No slogans. No sentimentality. Just wisdom earned the hard way and shared lightly. No lecture, just the measured voice of someone who still cares deeply about the craft.



TOP 5 BARRISTER PROFILES

05

SIMON ANDERSON

Simon Anderson has the rare ability to mix humility with perfect comic timing. His post about Park Square Barristers winning Chambers of the Year starts with a deadpan confession — that he'd just agreed with a rival Head of Chambers that awards were “pointless and self-serving.” One paragraph later, PSQB wins, and he delivers the punchline with a straight face: after “careful reflection,” awards are clearly vital celebrations of excellence.

That kind of dry honesty is why people read him. Simon's posts make the Bar feel human: clever but never pompous, proud but never pretentious. He celebrates success without slipping into self-congratulation, showing that leadership can have both credibility and humour.

His tone is light, but it's never careless. He's the kind of writer who can make you laugh and make you think, often in the same sentence, and that's exactly what good leadership sounds like.



TOP 30 BARRISTERS



NO. 1 – **DR. TUNDE OKEWALE OBE**
DOUGHTY STREET CHAMBERS
TOTAL POWER SCORE: **44,851**



NO. 2 – **ANDREW HOGAN**
KINGS CHAMBERS
TOTAL POWER SCORE: **19,122**



NO. 3 – **LAURA BROWN**
CARNEGIE LAW CHAMBERS
TOTAL POWER SCORE: **17,750**



NO. 4 – **JIM STURMAN KC**
2 BEDFORD ROW
TOTAL POWER SCORE: **8,549**



NO. 5 – **SIMON ANDERSON**
PARK SQUARE BARRISTERS
TOTAL POWER SCORE: **7,554**



NO. 6 – **REBECCA MURRAY DEVEREUX**
TOTAL POWER SCORE: **8,811**



NO. 7 – **ANNA YARDE**
HARCOURT CHAMBERS
TOTAL POWER SCORE: **5,604**



NO. 8 – **MARK ROBINSON**
GARDEN COURT CHAMBERS
TOTAL POWER SCORE: **4,487**



NO. 9 – **LEON FERNANDO DEL CANTO GONZÁLEZ**
DEL CANTO CHAMBERS
TOTAL POWER SCORE: **4,417**



NO. 10 – **BALDIP SINGH MCIARB CJ**
NO5 BARRISTERS' CHAMBERS
TOTAL POWER SCORE: **4,320**



NO. 11 – **JERN-FEI NG KC**
DUXTON HILL CHAMBERS
TOTAL POWER SCORE: **3,913**



NO. 16 – **STEPHEN AKINSANYA**
15 NBS
TOTAL POWER SCORE: **2,978**



NO. 12 – **ROBIN MOIRA WHITE**
OLD SQUARE CHAMBERS
TOTAL POWER SCORE: **3,848**



NO. 17 – **CAOILFHIONN GALLAGHER KC**
DOUGHTY STREET CHAMBERS
TOTAL POWER SCORE: **2,972**



NO. 13 – **RAVI ASWANI**
36 STONE
TOTAL POWER SCORE: **3,557**



NO. 18 – **NAOMI CUNNINGHAM**
OUTER TEMPLE CHAMBERS
TOTAL POWER SCORE: **2,933**



NO. 14 – **DAVID BOYLE**
DEANS COURT CHAMBERS
TOTAL POWER SCORE: **3,428**



NO. 19 – **NICK DE MARCO KC**
BLACKSTONE CHAMBERS
TOTAL POWER SCORE: **2,931**



NO. 15 – **ADAM WAGNER KC**
DOUGHTY STREET CHAMBERS
TOTAL POWER SCORE: **3,070**



NO. 20 – **ZACK SIMONS**
LANDMARK CHAMBERS
TOTAL POWER SCORE: **2,899**



NO. 21 – **OSCAR DAVIES**
GARDEN COURT CHAMBERS
TOTAL POWER SCORE: **2,750**



NO. 26 – **KEIR MONTEITH**
GARDEN COURT CHAMBERS
TOTAL POWER SCORE: **2,374**



NO. 22 – **ANDREW KEARNEY**
GATEHOUSE CHAMBERS
TOTAL POWER SCORE: **2,689**



NO. 27 – **MATTHEW LEE**
DOUGHTY STREET CHAMBERS
TOTAL POWER SCORE: **2,293**



NO. 23 – **JOSEP GALVEZ**
4-5 GRAY'S INN SQUARE
TOTAL POWER SCORE: **2,594**



NO. 28 – **MANI SINGH BASI**
4PB
TOTAL POWER SCORE: **2,256**



NO. 24 – **ADAM PIPE**
NO 8 CHAMBERS
TOTAL POWER SCORE: **2,565**



NO. 29 – **CHRISTOPHER STEAD**
FIVE PAPER
TOTAL POWER SCORE: **2,146**



NO. 25 – **DR SALLY PENNI**
KENWORTHY'S CHAMBERS
TOTAL POWER SCORE: **2,379**



NO. 30 – **IMOGEN ROBINS**
3PB BARRISTERS
TOTAL POWER SCORE: **2,098**

CHAMBERS WITH MORE THAN ONE BARRISTER RANKED IN THE TOP 30

RANK	FIRM	FIRM	NO. OF INDIES
1	Doughty Street Chambers		4
2	Garden Court Chambers		3

The rest all have one barrister

Q&A: REBECCA MURRAY

When did you decide to start to use LinkedIn to share posts and why?

The first time I posted with intention was around three years ago following a report I had made to the Met police and the Bar Standards Board of sexual harassment I had been suffering for over 10 years by a senior male barrister in my first Chambers (I joined there as a pupil in 2009). It had become far more serious after I left there to escape it. There had been incidents of physical sexual assault but he had complete control over my career in its early stages and was dependent on me for discussing the technicalities of his work. Once I had built a practice on my own and left chambers, he had lost the control he had over me as well as my professional support, and he acted nuts: ringing and emailing me a few times a day, turning up to chambers with presents, getting very angry at me if I said wasn't available and writing me letters at home. One day I spotted him trying to get into chambers through the back door when I was on a conference call and Chambers' receptionist had said I was busy.

There is a lot of completely unchecked misogyny at the Bar, a widely accepted view that women (in particular, although it affects all genders) are toys, and a cavalier attitude among senior powerful men, who know that it is pointless victims reporting it. I read the results of an independent survey on this and I posted about it and the harsher sanctions enacted by the BSB, with over 1000 reactions: "Bullying, harassment and discrimination can perhaps be described as rife at the bar."

That is, in response to the Bar Council's "Working Lives Survey" (conducted by the Institute of Employment Studies) published in November 2021 ("the Survey"), nearly one in three people (30%) disclosed they had personally experienced bullying, harassment and/or discrimination within the previous two years. If the Survey is representative of the bar as a whole, 30% of the bar (c16,000 practising barristers) will have personally experienced the same.

In the light of these statistics, one might expect there to be between 1,000 and 2,000 cases reported to the Bar Standards Board ("BSB") each year. However, of the number of cases disclosed in the Survey (30% of a total of 3,479, being 1,043), only 10 cases of harassment were reported to the BSB in 20/21 and 4 were reported in 19/20 (Source: Law society gazette 1/12/21). Thus, under 1% of incidents suffered by respondents to the survey were reported to the BSB. Also according to the Survey, 15% of those who had reported the conduct to the BSB indicated that they were satisfied with the outcome. Applying that percentage to the actual reports to the BSB in either 19/20 (4) or 20/21 (10), perhaps one of them would be satisfied with the outcome.

Why do you think your posts encourage your followers to comment and engage?

I am not afraid to post about real issues or push for real change. I don't post as often as the Legal LinkedInfluencers whose posts I so enjoy reading, the ones who really do brighten our feeds every day. But I do talk on issues that I feel 'I have to post about', out of a burning necessity. I mix it in with some of my passions, like travel, nature, food and culture.

How do you keep thinking of new things to share about?

I just have an urge to post about something and



decide whether it warrants a post and if I have the time. A lot of the time I don't actually post the things I think people would enjoy, mainly because I feel I shouldn't post too much personal stuff (as ironic as that may sound given the deeply personal nature of what I have shared on LinkedIn!).

Have you had any breakthrough results as a result of using the platform? Hires? Client wins? Introductions?

I do lots of in person networking and technical talks as a result of people following me on LinkedIn and the posts I do. My articles on LinkedIn usually lead to paid instructions on new advisory work and cases, and one of them was picked up by the British Tax Review recently.

It has also been a great icebreaker on many occasions when I turn up to tax networking events with a lot of people there, and someone says 'I follow you on LinkedIn, I really enjoy your posts.' Given the honesty with which I post, it makes me believe they are part of my tribe already when I hear that. I know I post things which resonate on many levels, and people feel that they can't like or comment in public, so it's amazing to hear in person that I managed to reach them by posting.

Has the firm been supportive of what you're doing and - assuming it has - what lessons could other law firms learn?

Er... no. I have had quite loud and clear negative feedback from my peers in the past, both directly and indirectly, but I feel that it is too important not to share. They have come to accept it's what I do, even if it isn't for them. I sent our Chambers director and the clerks the TBD report from Q2 and told them they need to get with the programme and start persuading members of Chambers to take LinkedIn seriously. Their response was that people feel 'it is not professional'.

What would you say to firms/leaders(/business professionals?) that are hesitant about getting going on LinkedIn?

It is a part of networking now. You are at a drinks party with your clients, potential clients and your peers but you are staring at the wall not saying anything if you are not participating: Read the TBD reports, follow the Legal LinkedInfluencers, and watch and learn from them, as it is looking increasingly like the firms who don't do it will be left behind and the influencers will win their work.

Do you get involved in training others on how to use the platform?

Not at the moment, I just encourage people to post as they are telling me why I should not. There is still a lot of resistance to it in my Chambers.

Who should we keep an eye out for in future? Do you have any future social media stars in the making?

Hmmm, not anytime soon.

Which creators would other legal sector professionals be wise to follow?

I have my list of favourites who are authentic, entertain/brighten my day and teach me. In alphabetical order, although I may have missed some, they are: Simon Andersen, Ravi Aswani, Helen Burness, Eloise Butterworth, Harry McCarthy, Emma Geale, Jon Gregson, Arber shining Ismaili, Jayne McGlynn, Becca Horley, Simon Marshall, Tunde Okewale OBE, Maggie Oliver, Marianne Privett, Sophie Wardell and Helen Wydd.

Rebecca Murray
Tax Barrister
Devereux Chambers


devereux

AN INTRODUCTION TO THE GCs

It's hard to compare apples with apples in the world of the General Counsel. Some of the people on our chart are fractional GCs, maybe in a role more similar to a private practice lawyer by employment, but similar enough to a full-time General Counsel to warrant inclusion. Some, like Alana who heads our list again, are part time GCs with their LinkedIn celebrity mainly stemming from other roles (in her case, coaching). Some are in the public sector and subject to tighter restrictions on what they can and cannot say. And some aren't actually GCs, but rather work in in-house legal roles. A smorgasbord of talent.

And yet, the list is proving useful to those who appear in it, as they have come together and are sharing their aims, wishes and frustrations. I was lucky enough to host a panel of several of them recently and they gave a huge amount of guidance as to how private practice lawyers might find their voices on LinkedIn (and beyond).

If I were in private practice and just getting going on LinkedIn, honestly, this is the list I would start with. There's so much to learn from the voices on this list about how they work, what they need, and what frustrates them about their advisers. Follow them, engage with them, and watch their (and your) star rise as a result.



Simon Marshall
CEO, TBD Marketing



TOP 5 GC PROFILES

01

ALANA TART

Alana Tart's LinkedIn presence strikes the balance most General Counsel would like to: open, thoughtful and grounded in real experience. Her top post this quarter, on the tension between fairness and unfairness, shows exactly why her writing resonates. She reflects on how fairness isn't always tidy or symmetrical in practice, especially in corporate life, yet still makes the case for handling it with empathy and steadiness.

What makes Alana distinctive is her tone. She writes like someone who has lived the trade-offs that leadership demands but hasn't let them harden her. Her posts are concise, intelligent and human; the kind of reflections that make readers stop and think rather than scroll.

As a GC who writes without hiding behind the title, she brings a rare clarity to conversations about integrity and influence. Her voice feels like the profession at its best: principled, practical and real.



TOP 5 GC PROFILES

02

EUNIKA KUREK

Eunika Kurek has a rare gift; she can tell the truth and/or educate you and make you laugh while she's doing it. Her post about having an allergic reaction at work shouldn't have been funny, but it was. Sure, she played it for laughs, but because she told it exactly as it was - chaotic, human and oddly uplifting - it will live longer in the memory.

That's what makes her writing so effective. She uses humour to say sometimes serious things without sounding heavy. She can make a point about leadership, culture or care with one dry sentence and no moral at the end. She leaves you to work out that punchline.

Eunika's posts are fast, funny and true. They show how honesty and wit can travel further than any piece of corporate comms. She doesn't hide the mess; she makes it meaningful. And that's why her feed feels like a breath of fresh air in a profession that sometimes forgets how to breathe.



TOP 5 GC PROFILES

03

ALLIA KHAN

Allia Khan writes the kind of posts that make you stop and think before you scroll on. Her posts mix insight with warmth, showing what modern in-house leadership looks like when it's done with empathy as well as edge. She talks about teamwork, communication and navigating corporate life with a lawyer's logic and a human's perspective.

What makes her voice stand out is control. She doesn't overexplain or overshare; she lands her point and moves on. That restraint gives her posts real weight. There's humour too, but it's subtle — the kind that makes you smile because you've been there. Oh, and a dash of colour in all that she does.

Allia's writing captures the reality of being a GC today. Her tone is both personal and professional, grounded and unmistakably her own.



TOP 5 GC PROFILES

04

SAMUEL MCGINTY

Samuel McGinty's posts have an easy warmth that makes you want to read on. One of his top posts this quarter — opening with a tongue-in-cheek “Felt cute; might delete later” — says a lot about his tone: relaxed, self-aware and quietly confident. Beneath the humour sits substance, often about leadership, culture and the realities of working in higher education.

What makes his voice stand out is its balance. He brings the perspective of a seasoned General Counsel but never hides behind the title. His writing is open, funny in flashes, and rooted in the people side of the job; what it means to lead, support and get the best from others.

All power to him for continuing to parent out loud too - something it would be great to see more of in the legal sector.



TOP 5 GC PROFILES

05

FUNKE ABIMBOLA MBE

Funke Abimbola writes with purpose and a whole load of heart. Her posts are about more than law; they're about leadership, inclusion and what progress really looks like when it's done properly. She shares milestones, lessons, how to build influence, how to use it, and how to leave space for others to do the same.

Her strength lies in her unique perspective. Every post feels like it's written to move things forward. She talks about diversity and social mobility without falling into slogans, using her platform to push for practical change rather than applause.

Funke's voice carries authority because it's earned. She's one of those rare professionals who can be both candid and constructive in the same breath. Her writing reminds readers that integrity isn't a brand; it's a habit, and one worth practising every day.



TOP 10 GCs



NO. 1 – **ALANA TART**
THE LEGAL DIRECTOR
TOTAL POWER SCORE: **56,230**



NO. 2 – **EUNIKA KUREK**
UNLIEVER ANZ
TOTAL POWER SCORE: **9,522**



NO. 3 – **ALLIA KHAN**
POLOWORKS
TOTAL POWER SCORE: **6,259**



NO. 4 – **SAMUEL MCGINTY**
LOUGHBOROUGH UNIVERSITY
TOTAL POWER SCORE: **5,474**



NO. 5 – **FUNKE ABIMBOLA MBE**
THE LEGAL DIRECTOR
TOTAL POWER SCORE: **4,681**



NO. 6 – **HARRY BOROVICK**
LUMINANCE
TOTAL POWER SCORE: **4,647**



NO. 7 – **KIMBERLEY WHITAKER**
CORTI
TOTAL POWER SCORE: **3,947**



NO. 8 – **SARAH PRIMROSE**
GRAHAM GROUP
TOTAL POWER SCORE: **3,607**



NO. 9 – **CHIKA ADAMS**
PROPHIUS
TOTAL POWER SCORE: **3,565**



NO. 10 – **SARAH MCCOLL**
BBC
TOTAL POWER SCORE: **3,512**

TOP 11 - 40 GCs

Q3 2025 RANKING	NAME	COMPANY	TOTAL POWER SCORE
11	Rosie Teo	Tillo	3,239
12	Alexa Culver	RSK Wilding	2,764
13	Mariko Newell	Virgin Media O2	2,646
14	Fraser Simpson	Wellcome Trust	2,610
15	Tom Hambrett	Revolut	2,542
16	Ed Boal	StructureFlow	2,499
17	Sarah Harriott	West Northamptonshire Council	2,427
18	Emily Coupland	AXA UK & Ireland	2,109
19	Natalie Salunke	Likezero	1,857
20	Russell Johnstone	Social Mobility Business Partnership	1,721
21	Dina White	Zodia Markets	1,643
22	Lesley Wan	All Africa Capital Limited	1,631
23	Abiola Aderibigbe	The Security Institute	1,562
24	Zahra Afshar	Member Board Of Trustees Faculty of Law Advisory Group	1,369
25	Fiona Phillips	UBS	1,342
26	Ingrid Cope	The Coca-Cola Company	1,228
27	Gill Raw	FUJIFILM Diosynth Biotechnologies	1,181
28	Binnie Goh	Information Commissioner's Office	1,108
29	Andrew Magowan	The Legal Director	1,055
30	Nicholas Cranfield	THERME GROUP	1,044
31	Kathryn Gurney	HSBC	978
32	Sangita Talati Bodalia	NHS Blood and Transplant	971
33	Vicky Harris	Norstella	961
34	Andrew Magowan	The Legal Director	958
35	Anna Crosse	Vorboss Limited	943
36	Georgina Wilkins	Hitachi Energy	878
37	Saj Khoshroo	Input Output (IOHK)	870
38	Benedict Nwaeke	Soho House & Co	870
39	Indira Hann	Hann Legal Ltd	796
40	Elissa Thursfield	Hroes	738

TBD

BE PART OF THE NEXT LEGAL

LinkedIn **FLUENCER** LAUNCH

Q4 2025



15 January 2026



Norton Rose Fulbright,
3 More London Place,
London SE1 2AQ

 **NORTON ROSE FULBRIGHT**

Q1 2026



16 April 2026



A&O Shearman,
One Bishops Square,
London E1 6AD

A&O SHEARMAN

Our events are invite-only with limited capacity.

Register your interest to join the guest list at

<https://25799913.hs-sites-eu1.com/upcoming-events>



SCAN ME