

TBD

Q4 2025 RESULTS

THE TOP LEGAL LinkedIn FLUENCERS



CONTENTS

Introduction	3
Top 200 LinkedInfluencers	21
Hall of Fame	32
Top 30 Leaders	43
Top 100 Indies	52
Top 30 Barristers	74
Top 30 GCs	85

AN INTRODUCTION TO THIS REPORT

For much of the legal profession, LinkedIn still sits slightly awkwardly at the edge of working life. It is acknowledged as important, encouraged in principle, and then treated as optional: something a few people do well, many people do reluctantly, and most firms govern cautiously.

Lawyers are perfectly capable of using the platform brilliantly; the issue is that the profession has tended to teach and govern LinkedIn in ways that limit its value. We talk about it as a marketing channel when, in reality, its equally useful function is developmental. It is a practical environment in which lawyers can learn – in public, at low risk – how to build relationships, articulate value, and practise influence at scale.

I should be clear about where this perspective comes from. In 2020, when it became obvious that working life was moving remote, I made a deliberate commitment to LinkedIn. Over the six years since, I have used it intentionally to build relationships, grow my personal profile and, in a very direct way, grow my business.

TBD is now roughly six times the size it was when we entered 2020. Along the way, I have also changed personally: I speak publicly now, where I used to avoid it; and I treat networking as part of my working day, rather than an occasional extra-curricular activity.

My own experience underpins a simple internal rule we have here at TBD: we never ask lawyers to do things we are not prepared to do ourselves. This report is not a theoretical argument for “more LinkedIn”. It is a case for using LinkedIn in a more mature, commercially relevant way.

If we want better outcomes from LinkedIn, we need to change how we think about it. Doing that requires a rethink in four areas.

1. Appropriately balancing corporate brand and personal brand

Law firms have not overprotected their brands in any crude or heavy-handed sense. The problem has been more subtle. Too often, firms have failed to recognise that the strongest professional services brands have always been built from a combination of institutional credibility and individual authority.

There is an irony here. One managing partner once remarked to me that he would no longer be hireable by the firm he led. The question that followed was not rhetorical: did this constitute progress, or was it evidence of something lost?

At the other end of the spectrum, the opportunity is easier to see. I remember watching Nigel Boardman deliver a video from the slopes of Davos, calmly signalling presence, access, and relevance. It was a reminder that the most effective lawyers of

their generation have always understood the value of being visible on behalf of their firms. Yet many communications teams feel uncomfortable encouraging such behaviour. They are often incentivised to prioritise safety and uniformity over impact, despite the fact that a team rarely performs better when it asks its best players to play out of position.

Brand strength seldom emerges from averages. It comes from outliers: the trusted voices, the credible specialists, the individuals whose authority amplifies the institution rather than undermining it.

In the legal sector, personal brand is still too often treated as risky, vain, or disloyal, rather than being recognised as a core part of the branding toolkit. This becomes hard to ignore when the strongest individual lawyers routinely outperform even the strongest firms on LinkedIn. A handful of lawyers with distinct, responsible voices will take a firm's brand further than any centrally managed channel ever will.

2. Relearning how we network and share knowledge

Networking in law remains oddly theoretical. It is inconsistently taught, frequently deferred, and often treated as something to be mastered later in a career rather than practised early and often, internally then externally.

In reality, networking is not an occasional activity reserved for conferences and dinners, but a habit – one that should sit alongside fee-earning work, not outside it. If a lawyer has capacity within their target hours, learning how to build and sustain a professional network is not a distraction, but rather some of the most valuable work they can do.

LinkedIn changes the mechanics of this entirely. It allows people to observe how others think, to share knowledge incrementally, and to build familiarity long before they ever meet in person. It also removes the artificial separation between internal expertise and external relevance. Knowledge that is never shared may be technically excellent, but it rarely builds influence.

3. Practising how we win new business

One of the profession's most persistent blind spots is how business development is learned.

Winning work is still treated as something that happens in high-stakes environments, such as pitch rooms, client meetings or formal panels. Feedback is limited, pressure is high, and opportunities to practise are scarce. As a result, many lawyers are only beginning to learn how to articulate value when the consequences are already real.

In this context, a more useful way to think about LinkedIn is as a flight simulator for business development.

In a simulator, pilots are not trying to complete a journey or impress an audience. They are learning how decisions feel, how small adjustments affect outcomes, and how to respond when conditions change. Mistakes are expected. Repetition and lessons learned are the point.

Used well, LinkedIn offers lawyers a similar environment. It allows them to practise expressing ideas, starting conversations, and observing reactions without the pressure of a live client situation. Over time, behaviours that initially feel uncomfortable become normal and even instinctive. People learn what kind of

language hits the mark, what builds familiarity, and what creates momentum rather than resistance.

That practice transfers. Client conversations feel easier. Presenting ideas becomes more natural. The moment where a lawyer needs to ask a direct commercial question feels less abrupt because the skills leading up to it have already been exercised in public, not just discussed in theory.

LinkedIn does not replace traditional business development. It prepares people for it. It makes it easier.

4. Evolving how we train our people

If firms accept the arguments above, then their current approach to LinkedIn training may become difficult to sustain.

Too often, lawyers are taught how to use LinkedIn by people who are not accountable for the outcomes that matter. Training focuses on formats, frequencies, and platform updates, while the real opportunity is neglected: helping lawyers build relationships, credibility, and commercial confidence.

Good training should evolve with each career stage. Junior lawyers may benefit most from confidence-building, guardrails and guidelines, and internal network growth. More senior lawyers may focus on opening conversations, sharing networks, and converting visibility into opportunity. None of this is

one-size-fits-all, and none of it can be learned effectively through theory alone. But better this than having to land a plane without time in the simulator.

The consequence of getting this wrong is much greater than weak content: it produces underdeveloped people – technically excellent lawyers who are hesitant to speak, capable practitioners who struggle to articulate value outside a pitch room, and the commercial opportunities that fall away as a result.

When lawyers are empowered to act responsibly, supported rather than constrained, and encouraged to develop a voice that fits both them and their firm, something changes. They do not just become better on LinkedIn: they become better communicators, better business developers, and more confident representatives of the institutions they serve. That is the opportunity this report explores. Not louder marketing, but more capable people.



Simon Marshall
Founder of TBD Marketing



THE METHODOLOGY

For the main lists, our methodology remains the same: (total likes) plus (four * total comments) this quarter (1 October to 31 December) to give us your Power Score.

Oh, and you need to have posted more than once, otherwise it could be some flash-in-the-pan ranking based purely 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:

tbdmarketing.co.uk/linkedin-influencers/submit-your-stats/

The majority of the people who rank highly do it this way (we looked at over 20,000 profiles this quarter), including 12,000 UK law firm partners.

THEMES FROM THE QUARTER

I don't think it will come as a surprise to hear that the rankings are evolving, as those who star in them and those who want to rank ask for them to evolve. What began as a project to find great work examples for our training materials has grown into a community of leaders, a brand to advocate for a better experience on LinkedIn, and more.

So, where are we today? The introduction of the Hall of Famers category last time served to help those at the top of their game

focus their energies on sustainable influence. Some still post dozens of times per quarter, some just a handful of times – whatever is sustainable for them.

This is a model that we have been thinking about at TBD Marketing: how we move from “getting going on LinkedIn” to “sustainable influence”. The road isn't always smooth, but the rewards flow as we calibrate our efforts based on where we are on our journey.

AN INTRODUCTION TO THE MAIN LIST

For the first time ever, we have had someone join the main list and go straight in at number one. Inaara Touryani's inclusion is a sign to others that they can rank, and can do so quickly, if they follow the right approach. It helps that she's an email marketing specialist, so used to grabbing attention and compelling people to act. It helps that she's driven by connection. It helps that her communications team mentioned her to me when I last chatted to them. Chapeau.

Alongside her are some incredibly consistent performances from Ilana Kattan and Jayne McGlynn, who have wowed us with their posts this quarter. Jayne in particular has shown that breathing life into M&A posts is not just possible, but that it resonates with her audiences. And it's fair to say that the same approach has been taken by George Hannah at Lewis Silkin, who has quickly risen to be one of the leading voices in legal AI. It's worth remembering that he's a solicitor apprentice, which is testament to the quality of his firm and the trust they place in him.

Final mention goes to all the Nexa-ites who have moved from the Indies list to the main list, as Nexa now has the headcount to justify its entry into the tables. Other consultancy-style firms could learn from their approach to devolved brand communications.



Simon Marshall
Founder of TBD Marketing



SIX KEY STATS



131 POSTS

with a Power Score of 1,000+



47 NEW PEOPLE

in the top 200



100 FIRMS

in the top 200



1620

the score now needed to rank in the top 200,
up from 1,520 last time

822,670 is the combined top 200 Power Score, which delivers a combined advertising value of **£1.6M**

Q&A: INAARA TOURYANI

When did you decide to start posting on LinkedIn, and what prompted it?

It was very spontaneous. I was on a trip in London, scrolling through LinkedIn, and seeing posts from people who felt very normal but whose stories were powerful. I had been in the UK for around a year and a half at that point. I had moved countries, completed my Master's, and started working. I realised I had a journey I could share, and I decided to give it a try.

What were you posting about at the beginning?

Initially, I spoke about my experience as an international student. I did not feel confident enough to talk about marketing straight away. I was worried about saying something wrong or not sounding knowledgeable enough. Sharing my struggles felt more honest and more natural to me at that stage.

How did people respond to that content?

Much more strongly than I expected. A lot of people told me it resonated with them because international students often only talk about the highlights, not the difficult parts. That feedback gave me confidence and helped me build trust with my audience before I moved on to other topics.

Your role is very data-driven, yet your content is very creative. Where does that balance come from?

I have always been interested in the creative side of marketing, but working in email marketing, particularly in the legal sector, there are clear boundaries. Brand guidelines and professional standards limit how creative you can be. LinkedIn became a creative outlet for me, somewhere I could express that side of myself while still being professional.

Why LinkedIn rather than another platform?

LinkedIn felt safer. Fewer people knew me there, so it felt like a lower-risk place to experiment. I only started using Instagram recently. LinkedIn allowed me to build confidence without feeling exposed.

How has your audience changed as your content has evolved?

At the start, most of my audience were students, particularly international students in the UK. As I began posting more about email marketing, CRM, and brand campaigns, my audience shifted. Now it is a mix of students and early career professionals, especially those working in marketing or building their own careers.

What changed when your posts started gaining more traction?

I realised that community-building goes both ways. I was posting, but not engaging enough. Once I started commenting on other people's posts, messaging creators I admired, and genuinely connecting with people, things changed. People could see it was real, not transactional.

Where would you like this journey to go next?

In 2026, I would like to explore brand partnerships and collaborations more



seriously. This was never part of the plan, but opportunities have started to come my way. I want to work with brands that align with my values and the trust I have built with my audience.

Are there other goals you have set yourself for the year ahead?

Yes. I want to become more comfortable speaking on camera. I have started posting videos and have some podcasts planned. I also want to meet my community in person. I am quite introverted, so in-person networking does not come naturally to me, but it is something I want to work on.

What would you say to colleagues in the legal sector who are unsure about LinkedIn?

The legal industry can feel intimidating from the outside. People do not always realise how human it is, or how important roles like marketing are within it. LinkedIn helps put faces to firms and builds trust. Talking openly about work, career paths, and challenges makes the profession feel more accessible.

Has LinkedIn changed how people perceive your role?

Definitely. Even now, people are surprised that marketing exists within a law firm. Sharing my work and experiences has helped break some of those assumptions. It has also opened up opportunities I never expected, including being invited back to my university to speak to students.

Inaara Touryani

Email marketing assistant
Leigh Day

LEIGH DAY

TOP 10 PEOPLE PROFILES

01

INAARA TOURYANI

Inaara performs well on social media because she treats LinkedIn as a thinking space rather than a broadcast channel.

Across her Q4 content, a clear pattern emerges. She consistently challenges assumed wisdom, whether that is so-called “best practice” in marketing, fixed views about career progression, or lazy narratives about AI. Rather than offering hot takes, she explains how she has tested ideas in practice and what she learned when things did not work as expected. That combination of curiosity and accountability is rare, and it builds trust quickly.

Her strongest posts are reflective rather than reactive. She often starts with a simple observation from her own work or experience, then widens it into a point that others can recognise. A post about experimentation becomes a wider argument about professional confidence. A comment on AI becomes a reminder that tools matter less than how people choose to use them. Readers are not being told what to think. They are being invited to think alongside her.

Another reason her content resonates is tone. Inaara writes with conviction but not certainty. She is comfortable saying “this worked for me” rather than presenting universal answers. That restraint makes her views more credible, particularly with senior audiences who are tired of absolutism. Finally, her success comes from consistency of theme rather than a scattergun approach. She returns to a small set of ideas: learning by doing, rejecting false rules, and taking responsibility for growth. Over time, that repetition compounds.

Inaara’s performance is a reminder that effective social presence is not about authority or polish. It is about intellectual honesty, applied thinking, and the confidence to question what others accept without reflection.



TOP 10 PEOPLE PROFILES

02

JAYNE MCGLYNN

Jayne brings clarity to complex commercial issues, and she does so with consistency, deep insight and purpose. She writes posts that others wish they'd written.

Her recent content focuses on areas where senior judgement matters most: board appointments, governance, deal readiness, and the practical realities of decision-making. Rather than offering abstract commentary, she draws on real experience to highlight what good looks like, and where risks often arise.

A notable strength of Jayne's writing is its usefulness. Her posts are framed around questions leaders and founders genuinely face, such as when to accept responsibility, when to say no, and how to reduce friction in commercial processes. She does not sensationalise these issues but explains them plainly, with an emphasis on outcomes rather than opinion.

Tone is central to why her content resonates. Jayne writes with confidence, but also with control. She uses accessible language to make serious points, helping complex ideas travel beyond a narrow technical audience without losing accuracy. That ability to translate, rather than simplify, is particularly valuable in leadership contexts.

Her strongest posts also show discipline. She returns to a small set of themes: good governance, commercial realism, and making it easier for people to do business well. Over time, this consistency builds trust and reinforces her professional positioning.

Jayne's performance demonstrates that LinkedIn rewards clear thinking, relevant experience, and a willingness to share insights that help others make better decisions. That is the signal her content sends, both internally and externally.

Where she has led, others will follow.



TOP 10 PEOPLE PROFILES

03

ILANA KATTAN

Ilana's social media impact this quarter (indeed for the whole of 2025) comes from focus, consistency, and clarity of purpose.

Throughout Q4, she wrote almost exclusively about the events of 7 October and the return of the hostages. She did not dilute that message with other themes, nor did she vary her position to chase engagement. Instead, she committed to a single subject and returned to it, day after day, with discipline.

That consistency is central to why her content performs. Audiences know exactly what Ilana's posts represent. There is no ambiguity about intent, no experimentation with tone, and no attempt to broaden appeal. In a crowded and noisy platform, that predictability builds recognition and trust.

Her writing style reinforces this. Many of her posts are short, declarative, and deliberately restrained. She does not argue at length or seek to persuade through relentless posting. She states a position, repeats it, and allows the weight of repetition to do the work. This approach is particularly effective with serious subject matter, where over-elaboration can weaken credibility.

Importantly, Ilana's presence is controlled rather than reactive. Even when addressing emotionally charged events, her language remains measured and consistent. There is no escalation, no rhetorical flourish, and no drift into performative commentary. This steadiness reassures readers that the voice they are hearing is considered and intentional.

Ilana's performance illustrates a broader point for leaders. LinkedIn does not always reward breadth. In some cases, it rewards discipline. A clearly defined message, delivered consistently and without distraction, can travel further than a more diversified but less focused approach.



TOP 10 PEOPLE PROFILES

04

GEORGE HANNAH

Before Q4, you might say that George was more visible for motivating wannabe apprentices. Just a short while later, and he's now one of the UK's foremost commentators on Legal AI, legal tech funding, product launches, and adoption by firms. It's clear that he has the full support of his firm.

That change matters. By stepping away from narrative-led posting and into topic ownership, George repositioned himself from participant to interpreter. His posts no longer ask readers to follow a journey, but instead help them to understand a market.

What makes this work is discipline. George does not attempt to cover everything happening in legal technology. He selects developments that signal direction and explains why they are relevant; funding rounds become indicators of confidence; product announcements become markers of adoption; and research studies are framed around practical impact rather than abstract promise.

His writing style reinforces that positioning. Posts are concise, headline-led, and structured around a single takeaway. There is little embellishment and he's less guilty of AI evangelism than others (though he's clearly a fan). That restraint is important in a space prone to hype. Readers trust the content because it reads as informational rather than promotional.

Consistency also plays a role. George's audience now knows what his feed is for: legal AI, clearly explained, with an emphasis on what senior lawyers and leaders should notice. That predictability builds repeat engagement and long-term credibility.

George's performance shows how quickly LinkedIn can reward a move into genuine expertise. Subject matter focus, applied consistently, generates more engagement than personal narrative once an audience is established.



TOP 10 PEOPLE PROFILES

05

STEVEN MATHER

Steven's content repeatedly returns to everyday moments that reveal larger truths. The wording of an email. The way a firm handles pricing requests. The language used when service falls short. These are not abstract observations. They are signals, and Steven treats them as such.

What makes his posts resonate is their immediacy. He starts with a familiar scenario, often one readers have experienced themselves, then draws out what it says about value, expectation, or trust. He relies less on theoretical framing and more on recognition: readers see their own organisations reflected back to them.

Another strength is his focus on language. Steven consistently shows how small choices in wording shape perception and behaviour, particularly in client-facing contexts. That attention to detail is not cosmetic. It points to a broader argument about professionalism and care. Words, in his telling, are operational decisions, not just stylistic ones.

His tone is measured and approachable. Even when critiquing poor practice, he avoids judgement, with an emphasis on improvement rather than fault-finding. That makes his content easy to engage with across seniority levels and functions.

Steven also blends professional insight with selective personal reflection, but never at the expense of clarity. Personal moments are used to add depth rather than to distract.

His performance shows that LinkedIn rewards people who focus on how work is actually experienced. By staying close to real behaviour and real language, he offers leaders something rare: insight that is immediately usable.



TOP 10 PEOPLE PROFILES

06

MICHELLE SEDDON

Michelle's LinkedIn presence works because it feels natural, especially during a quarter that included a big professional change: she moved firms and stepped into partnership.

Instead of using the platform to make announcements or mark milestones loudly, her posts focused on everyday moments. Catching up over coffee. Taking stock between roles. Finding her rhythm again. This reflects confidence rather than a retreat into caution.

Her content resonates because it mirrors how many lawyers actually experience career progression: quietly, thoughtfully, and with attention to the people around them. There is no sense of performance or personal branding. What comes through instead is steadiness and perspective.

Michelle also uses LinkedIn well to acknowledge relationships. Colleagues, friends, and professional connections feature regularly, not as endorsements but as part of the fabric of working life. That reinforces a simple truth about senior roles in law: progress is rarely achieved alone.

Tone does most of the work. Her writing is calm and approachable. Even when reflecting on change, she avoids drama or grand conclusions. The posts feel like check-ins rather than statements, which makes them easy to engage with and trust.

Importantly, her voice stays consistent through the move. The firm changes, the role evolves, but the person remains recognisable. For clients, peers, and internal audiences, that continuity is reassuring.

Michelle's performance is a reminder that LinkedIn does not always reward the loudest moments. Sometimes it rewards people who show up as themselves, particularly when things are changing.



TOP 10 PEOPLE PROFILES

07 KENNETH SZETO

Kenneth's posts strike just the right balance: reflective without being abstract, and practical without being preachy.

His recent content draws heavily on long experience, both in legal roles and beyond. He writes about leadership, credibility, and career ownership, often starting from moments that feel familiar to senior lawyers. A short email. A boardroom dynamic. A quiet realisation after years in practice. These posts resonate because they are part and parcel of our daily lives.

A recurring theme in his writing is responsibility. Kenneth frequently returns to the idea that being technically strong is not enough, whether in leadership, in-house roles, or career progression. He challenges comfortable assumptions, but he does so calmly, without confrontation. The tone invites reflection rather than defensiveness.

One of his strongest posts this quarter reframed the role of in-house lawyers as underestimated project managers. That piece performed well because it articulated something many people experience but rarely name. Kenneth is good at giving language to shared frustrations and unspoken truths.

His style is measured and confident. He does not overexplain, and he is comfortable letting a point sit. Personal moments appear occasionally, but only where they add context or warmth.

Kenneth's performance shows that LinkedIn rewards people who think carefully about work, power, and responsibility. By writing with clarity and restraint, he creates space for readers to recognise themselves, which is why his content resonates.



TOP 10 PEOPLE PROFILES

08

CHRISSIE WOLFE

Chrissie's LinkedIn presence works because she is explicit about what she is doing and why.

Her content is often highly promotional. Events, initiatives, numbers, reach, and visibility feature prominently. She is not trying to hide that. But the promotion is rarely just about her: it is about momentum, getting people to notice opportunities, to show up, and to believe they can take part.

A recurring theme in her posts is permission. Chrissie consistently encourages juniors and students to put themselves forward, to build a personal profile early, and to consider alternative routes into the profession. She uses her own presence as proof that being visible is not something to apologise for. That message appeals strongly to early-career audiences who are often told to wait their turn.

She is also deliberate in modelling behaviour. Chrissie posts frequently, celebrates scale, and talks openly about growth. In doing so, she normalises self-promotion as a professional skill rather than a character flaw. For juniors watching from the sidelines, that is instructive, showing them how confidence can be learned rather than inherited.

Her content also blends advocacy with accessibility. Alongside large initiatives, she shares light, human moments that keep her feed approachable. This combination lowers the barrier to engagement and encourages others to start posting themselves.

Chrissie's performance shows that LinkedIn rewards people who actively pull others onto the stage. Her success is not just in building her own profile, but in encouraging a generation of lawyers to believe that visibility, ambition, and alternative paths are legitimate parts of a modern legal career.



TOP 10 PEOPLE PROFILES

09

LAUREN HARTIGAN-PRITCHARD

Lauren's success on LinkedIn owes much to her willingness to address difficult subjects plainly, without detaching them from real life.

Her content sits at the intersection of work, wellbeing, and responsibility. She writes about mental health, parenting, fairness, and professional culture, often starting from a personal moment and widening it into something others recognise. These posts resonate because they are lived rather than constructed.

A consistent feature of her writing is moral clarity. Lauren does not hedge when discussing issues that affect people directly, whether that is mental health at work, how children are labelled, or how organisations treat those who do not fit neatly into expected norms. She raises questions many people think about privately, and she does so calmly, without sensationalism.

Another of her strengths is balance. Alongside serious reflection, her feed includes everyday moments that ground the content and keep it human. These posts reinforce the fact that professional identity does not exist separately from personal experience, particularly in people-centred areas of law.

Her tone is measured and sincere. Even when a post is emotionally charged, it avoids drama or exaggeration. That restraint is part of why her content resonates, as readers trust that she is sharing something because it matters, not because it will gain likes.

Her performance shows that LinkedIn can support thoughtful, values-led voices. By connecting legal work to the realities people live with, she creates content that feels relevant to leaders.



TOP 10 PEOPLE PROFILES

10 BECCA HORLEY

Becca's LinkedIn presence is energetic, open, and deliberately visible.

Her Q4 content blends professional life with personal discipline and routine. Day-in-the-life posts, reflections on training for the London Marathon, and snapshots of legal practice sit side by side. Rather than diluting her professional identity, this mix strengthens it. Readers get a clear sense of how work fits into a wider life, not the other way around.

A defining feature of Becca's posts is consistency. She shows up regularly, with a recognisable format and tone. Followers know what they are going to get, and that familiarity builds engagement over time, particularly with junior lawyers and aspiring solicitors who are looking for realistic reference points. All with a splash of colour.

She is also explicit about effort. Progress, whether in fitness or in law, is framed as something built through routine rather than talent or luck. That message lands well with early-career audiences, because it feels achievable rather than aspirational.

Becca is comfortable being visible and celebratory, including when sharing milestones or recognition. That self-promotion is not accidental. It models confidence and encourages others, particularly juniors, to take pride in their own progress rather than minimise it.

Her tone remains upbeat and accessible, without tipping into performance. Even when posts are light or personal, they stay connected to work and professionalism.

Becca's performance shows how LinkedIn rewards momentum and consistency. By combining visibility, routine, and encouragement, she has built a presence that feels motivating rather than intimidating, which is why people keep coming back.



TOP 20 LINKEDINFLUENCERS



NO. 1 – **INAARA TOURYANI**
LEIGH DAY
TOTAL POWER SCORE: **45,924**



NO. 6 – **MICHELLE SEDDON**
CLARKE WILLMOTT
TOTAL POWER SCORE: **14,608**



NO. 2 – **JAYNE MCGLYNN**
DWF
TOTAL POWER SCORE: **30,936**



NO. 7 – **KENNETH SZETO**
DENTONS
TOTAL POWER SCORE: **13,201**



NO. 3 – **ILANA KATTAN**
HOGAN LOVELLS
TOTAL POWER SCORE: **27,117**



NO. 8 – **CHRISSIE WOLFE**
NEXA LAW
TOTAL POWER SCORE: **11,299**



NO. 4 – **GEORGE HANNAH**
LEWIS SILKIN
TOTAL POWER SCORE: **22,249**



NO. 9 – **LAUREN HARTIGAN-PRITCHARD**
HIGGS LLP
TOTAL POWER SCORE: **11,103**



NO. 5 – **STEVEN MATHER**
NEXA LAW
TOTAL POWER SCORE: **15,756**



NO. 10 – **BECCA HORLEY**
FLETCHERS
TOTAL POWER SCORE: **10,792**



NO. 11 – **DAVID HARDY**
CMS
TOTAL POWER SCORE: **10,459**



NO. 16 – **CHARLIE MOORE**
DWF
TOTAL POWER SCORE: **7,851**



NO. 12 – **ADAM ROSE**
MISHCON DE REYA
TOTAL POWER SCORE: **9,149**



NO. 17 – **PAUL VERRICO**
EVERSHEDS SUTHERLAND
TOTAL POWER SCORE: **7,734**



NO. 13 – **KEELEY LENGTHORN**
RWK GOODMAN
TOTAL POWER SCORE: **8,990**



NO. 18 – **ANDREW CROFT**
BEALE & CO
TOTAL POWER SCORE: **7,518**



NO. 14 – **SALMA MAQSOOD**
THRINGS
TOTAL POWER SCORE: **8,242**



NO. 19 – **EMMA BEYNON**
ANTHONY COLLINS
TOTAL POWER SCORE: **7,352**



NO. 15 – **NICK ABRAHAMS**
NORTON ROSE FULBRIGHT
TOTAL POWER SCORE: **8,187**



NO. 20 – **SHREYA VAJPEI**
STEPHENSON HARWOOD
TOTAL POWER SCORE: **7,181**

TOP 21 - 50 LINKEDINFLUENCERS

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
21	Jeremy Moller	Norton Rose Fulbright	6,547
22	Andrew Chadwick	Fletchers	6,290
23	Coralie McKeivor	Freeths	6,199
24	Kim Lehal	RWK Goodman	6,181
25	Jon Baines	Mishcon de Reya	6,107
26	Yuankai Lin	RPC	6,021
27	Victoria Quinn	Wilkin Chapman Rollits	5,938
28	Kayleigh Rhodes	Hogan Lovells	5,877
29	Richard Hiron	Setfords	5,831
30	Yetunde Dania	Trowers & Hamlins	5,697
31	Lily Malekyazdi	Nexa Law	5,502
32	Paweł Sawicki	Bird & Bird	5,489
33	Angus Walker	TLT	5,354
34	Tom Fletcher	Irwin Mitchell	5,341
35	Gavinder Ryait	Capsticks	5,215
36	Lou Earp	Trethowans	5,139
37	Ben Giaretta	Fox Williams	5,088
38	Tom Platts	Stephenson Harwood	5,069
39	Ben Townsend	Stewarts	5,038
40	Anna Willetts	Gunnercooke	5,029
41	Blake Pidcock	Irwin Mitchell	4,961
42	Sarah Jackson	Knights	4,873
43	Peter Humpherson	Higgs LLP	4,806
44	Nicola Gooch	Birketts	4,762
45	Tom Lyas	Browne Jacobson	4,746
46	Tobi Adedeji	Farrer & Co	4,666
47	Giulio Coraggio	DLA Piper	4,615
48	Natalie Knight-Wickens	Spencer West	4,594
49	Samantha Hope	Shoosmiths	4,491
50	Jonathan Whettingsteel	Dutton Gregory	4,448

TOP 51 - 80 LINKEDINFLUENCERS

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
51	Michael Charalambous	Knights	4,386
52	Julie Campana	Pinsent Masons	4,350
53	Paulo Saragoca da Matta	DLA Piper	4,217
54	Rik Pancholi	Nelsons	4,166
55	Claire Petts	Clyde & Co	4,126
56	David Milligan	Norton Rose Fulbright	4,068
57	Caleb Adebayo	Linklaters	3,925
58	Dez Derry	Fletchers	3,904
59	Donna Hart	Everys Solicitors	3,878
60	Salim Chaudhry	Taylor Rose	3,832
61	Jacqui Rhule-Dagher	Hogan Lovells	3,768
62	Reena Parmar	Freshfields	3,716
63	Anna Manning	Everys Solicitors	3,715
64	Emma Davies	Everys Solicitors	3,652
65	Faysal Hamzat	Forsters	3,643
66	Kate Herbert	Knights	3,615
67	Laurie Marie Meldrum	Harper Macleod	3,606
68	Helen Hutt	Porter Dodson	3,556
69	Michelle Hughes	Higgs LLP	3,550
70	Colin Shaw	Norton Rose Fulbright	3,511
71	Victoria Welsh	Taylor Rose	3,504
72	Lucas Hobbs	Knights	3,477
73	Martin Rothermel	Taylor Wessing	3,428
74	Sally Hulston	Lewis Silkin	3,384
75	Giles Peaker	Anthony Gold Solicitors	3,379
76	Eleonora Rosati	Bird & Bird	3,375
77	Katherine Baker	Mills & Reeve	3,255
78	Thenji Moyo	Gateley	3,220
79	Gary Pitt	Howes Percival	3,215
80	Sumedha Singaraju	Duncan Lewis Solicitors Ltd.	3,192

TOP 81 - 110 LINKEDINFLUENCERS

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
81	Rosanna Parker	Spencer West	3,169
82	Martin Browne	Horwich Farrelly	3,154
83	Matt Schwartz	DLA Piper	3,146
84	Giampiero Falasca	DLA Piper	3,113
85	Perry V. Zizzi	Dentons	3,108
86	Julie McConnell	Brodies	3,097
87	Charmian Aw	Hogan Lovells	3,088
88	Charlotte Perry	Knights	3,058
89	Laura Hadzik	JMW Solicitors LLP	3,041
90	Charlie Morgan	HSF Kramer	3,035
91	Kerry Westland	Addleshaw Goddard	3,029
92	Jeanne Kelly	Browne Jacobson	3,021
93	Jana Blount	Norton Rose Fulbright	3,021
94	Daniel Herman	Stewarts	3,013
95	Nick Bowie	Lewis Silkin	2,994
96	Pranay Lekhi	A&O Shearman	2,934
97	Amy Harvey	Setfords	2,924
98	Michelle Last	Keystone Law	2,860
99	Rebecca Glynn	TLT	2,831
100	Mohammed Talib	Pinsent Masons	2,824
101	Joanne Conway BSc MSc	DLA Piper	2,810
102	Charlotte Lowe	Knights	2,779
103	Paul Dean	HFW	2,775
104	Simon Goldberg	Simons Muirhead Burton LLP	2,765
105	Charles Maxwell	Howard Kennedy	2,761
106	Marianne McJannett	Aberdein Considine	2,704
107	John Gibson	Kennedys	2,703
108	Chris Drinkall	Wilkin Chapman Rollits	2,699
109	Helen Dawson	Brabners	2,659
110	Katrina Elsey	Switalskis Solicitors	2,599

TOP 101 - 140 LINKEDINFLUENCERS

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
111	Sara Stanger	JMW Solicitors LLP	2,565
112	Claire Liddy	MFG Solicitors LLP	2,552
113	Diana McLeish	BTO Solicitors LLP	2,504
114	Nina Goswami FRSA	Clifford Chance	2,483
115	Claire Archibald	Browne Jacobson	2,469
116	Toby Tompkins	Ashfords	2,460
117	Alicia M. Grant	Norton Rose Fulbright	2,459
118	Sabina Kauser	Ward Hadaway	2,455
119	Joanna K Jowitt	Mills & Reeve	2,442
120	Ben Stansfield	Gowling WLG	2,437
121	Vincent Buscemi	Bevan Brittan	2,434
122	Kelly Marie Brotherhood	Clyde & Co	2,434
123	Emma Curtis	Freshfields	2,434
124	Kerry Gilbert	TLT	2,419
125	Carly Thorpe	Walker Morris	2,399
126	David Savage CRS	Charles Russell Speechlys	2,398
127	Boris Feldman	Freshfields	2,355
128	Nathan Capone	Fieldfisher	2,354
129	Darryl Cross	Norton Rose Fulbright	2,275
130	Shabnam Ali-Khan	Russell-Cooke	2,250
131	Laura Hughes	Browne Jacobson	2,249
132	Demi Darbey	Healys LLP	2,238
133	Trevor Watkins	Pinsent Masons	2,237
134	Jan Spittka	Clyde & Co	2,218
135	Lewis McDonald	HSF Kramer	2,206
136	Laura Conduit	Farrer & Co	2,202
137	George Khalife	Norton Rose Fulbright	2,192
138	Dr Damian Kaźmierczak	DLA Piper	2,186
139	Deborah Carrivick TEP	Birketts	2,175
140	Gary Miller	Mishcon de Reya	2,168

TOP 141 - 170 LINKEDINFLUENCERS

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
141	Raymond Sun	HSF Kramer	2,111
142	Denitsa Urumova-Hurrell (MCILEX)	Lester Aldridge	2,103
143	Kayleigh Brown	Wilson Browne Solicitors	2,091
144	Stephen P. Younger	Withers	2,050
145	Martin Lavesen	DLA Piper	2,048
146	Rosalyn Bever	Irwin Mitchell	2,032
147	Filippo Noseda	Mishcon de Reya	2,010
148	Jen Hicks-Jones	Higgs LLP	2,008
149	Peter Phillips	DLA Piper	1,999
150	Guy Barnett	Acuity Law	1,999
151	Paul McGinn	DWF	1,971
152	Gemma Barnett	Blake Morgan	1,963
153	Alice Duffy	BPE Solicitors	1,957
154	Frances Coulson	Wedlake Bell	1,955
155	Andrew King	Nexa	1,951
156	Hannah Saxe	Brabners	1,944
157	Josh Fenton-Hawkes	Sills & Betteridge Solicitors LLP	1,939
158	Jewels Chamberlain	DWF	1,936
159	Neel Chakrabarti	Duncan Lewis Solicitors Ltd.	1,919
160	Samantha Robinson	Gunnercooke	1,896
161	Helen Kanczes	Clyde & Co	1,896
162	Thorrin Govind	Brabners	1,889
163	Zoe Betts	Pinsent Masons	1,888
164	Sabeena Pirooz	Thompsons	1,849
165	David James Lister	Knights	1,848
166	Chris Hallam	CMS	1,846
167	Caroline Jones	Ward Hadaway	1,846
168	James Stewart	Penningtons Manches Cooper	1,845
169	Simon Price	Naphthens	1,842
170	Abdulhaq Mohammed	Trowers & Hamblins	1,830

TOP 171 - 200 LINKEDINFLUENCERS

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
171	Shraiya Thapa	Freeths	1,828
172	Catherine Williams	Addleshaw Goddard	1,822
173	Ben Troke	Weightmans	1,819
174	James Horton	CMS	1,808
175	Mihiri Gajraj	Trethowans	1,788
176	Rob Wofinden	Browne Jacobson	1,772
177	Prof. Dr. Michael Schlitt	Hogan Lovells	1,767
178	Musab Hemsî	Anderson Strathern	1,763
179	Jo Chan-Shaw	Taylor Emmet Solicitors	1,762
180	Joe Cohen	Charles Russell Speechlys	1,745
181	Philip Knight	Dentons	1,729
182	Hanna Whitehead	Ramsdens Solicitors LLP	1,729
183	Keri Castillo	Ackroyd Legal	1,727
184	Tomos Lewis	Blake Morgan	1,724
185	Cara Nuttall	Brabners	1,724
186	Tim Dennis	Capsticks	1,721
187	Sehar Khan	Lawhive	1,719
188	Gill Stoll	Hill Dickinson	1,717
189	Siân Jackson	Mills & Reeve	1,706
190	Ryan Rahim	Ronald Fletcher Baker	1,696
191	Joanna Gosling	Irwin Mitchell	1,686
192	Paige Skudder	Clarke Willmott	1,678
193	Jo Edwards	Forsters	1,667
194	Sylvie Gallage-Alwis	Signature Litigation	1,663
195	Garry Sturrock	Brodies	1,650
196	Lauren France	DWF	1,649
197	Vanessa Whitman	CMS	1,631
198	Tim Lennox	Kennedys	1,625
199	Michelle Beat	Fletchers	1,625
200	Brenda Estefan	Hogan Lovells	1,620

TOP 10 PEOPLE BY HIGHEST GROWTH IN SCORE

RANK	NAME	FIRM	SUM OF % RISE IN SCORE
1	George Hannah	Lewis Silkin	362.08%
2	Salma Maqsood	Thrings	320.08%
3	Andrew Croft	Beale & Co	263.19%
4	Jayne McGlynn	DWF	220.28%
5	Nick Abrahams	Norton Rose Fulbright	219.31%
6	Tom Lyas	Browne Jacobson	204.82%
7	Andrew Chadwick	Fletchers	170.07%
8	Kim Lehal	RWK Goodman	129.27%
9	Salim Chaudhry	Taylor Rose	116.99%
10	Angus Walker	TLT	113.14%

TOP FIRMS FOR NUMBER OF RANKED INDIVIDUALS

RANK	FIRM	NO. OF PEOPLE	TOTAL POWER SCORE
1	Norton Rose Fulbright	8	32,260
2	DLA Piper	8	24,134
3	Knights	7	24,036
4	Hogan Lovells	6	43,237
5	DWF	5	44,343
6	Clyde & Co	5	12,274
7	Browne Jacobson	5	14,257
8	Pinsent Masons	4	11,299
9	Nexa Law	4	34,508
10	Mishcon de Reya	4	19,434
11	Irwin Mitchell	4	14,020
12	Fletchers	4	22,611

RANK	FIRM	NO. OF PEOPLE	TOTAL POWER SCORE
13	CMS	4	15,744
14	Brabners	4	8,216
15	TLT	3	10,604
16	Mills & Reeve	3	7,403
17	Lewis Silkin	3	28,627
18	HSF Kramer	3	7,352
19	Higgs LLP	3	19,459
20	Freshfields	3	8,505
21	Every's Solicitors	3	11,245
22	Dentons	3	18,038
23	Clarke Willmott	3	17,982
24	Bird & Bird	3	10,465

AN INTRODUCTION TO THE HALL OF FAME

These individuals continue to play their part in the success of LinkedIn among the legal profession in the UK.

As others dominate the charts over time, they will be added. But for now, it's just this elite group who would easily rank on the main list, and so we rank them purely on the basis of their top ten posts each quarter.

They have achieved a sustainable level of LinkedIn fame/infamy, and the ease of walking into a room and everyone recognising them.



Simon Marshall
CEO, TBD Marketing



Q4 HALL OF FAME RANKINGS

RANK	NAME	POWER SCORE FOR TOP 10 POSTS
1	Mark Stephens CBE	19,975
2	Sophie Wardell	9,855
3	James Quarmby	8,817
4	Jen Shipley	8,322
5	Justin Farrance	6,753
6	Jon Gregson	6,620
7	Joel Shen	5,216
8	Emma Geale	1,543

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Jen Shipley

What we love about this post boils down to three things: the message, the format, and the overwhelming sense of empathy.

First, the message. The post puts the conversation around statutory maternity pay beyond the first 6 weeks front and centre, raising important conversations around maternity leave and wider gender bias. The way Jen leads the conversation here is really powerful, especially so with the scale of her influence.

Second, the format. It lends itself perfectly to the messaging - allowing it to breathe, and for the gravity of the subject matter to really land. Hooking the audience with the facts, the “£187.18 per week” hits hard – followed by digestible framing written for meaningful change. This post is built for impact, so it is no surprise to see the reach the post ultimately garnered.

Finally, the empathy. The common themes of the comments range from empathy to shock, making for an ultimately productive post. It serves as a place for people to spend some time on social media, and perhaps hear other people’s views on a topic that simply isn’t spoken about enough. Creating such spaces is something LinkedIn needs more of, especially from those who have built such influence, like Jen.



Jen Shipley · 2nd
Director at Fieldfisher specialising in Medical Negligence a...
2mo · Edited ·

+ Follow ...

£187.18 per week

This is the current statutory maternity pay after the first 6 weeks.

It equates to less than £5 per hour.

Let that sink in.

Whilst some are fortunate to have enhanced parental leave packages through work, this isn’t the reality for many who are solely reliant on statutory provision.

On Monday, the topic of statutory maternity and paternity pay was finally debated in Parliament, triggered by a petition signed by more than 100,000 people calling for parental pay to be raised to at least the level of the national living wage of £12.21.

It’s an area that is in desperate need of reform and I only hope this debate was the first step forward towards meaningful change

Pay

Statutory Maternity Pay (SMP) is paid for up to 39 weeks. You get:

- 90% of your average weekly earnings (before tax) for the first 6 weeks
- £187.18 or 90% of your average weekly earnings (whichever is lower) for the next 33 weeks

[VIEW OUR FAVOURITE POST BY JEN HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Joel Shen

In the world of Legal LinkedIn, if you come across a post about Singapore, Indonesia or Hong Kong, there is a high likelihood it was either written, commented on, or at least... seen by Joel.

In these areas, Joel is the top LinkedIn voice for matters relating to corporate law, particularly technology, digital and media. His content spans historical contexts, cultural perspectives and real-time policy and regulatory change.

In the context of the history of the Legal LinkedInfluencers, Joel has always been the top voice for the sector in Asia, and we don't expect that to change any time soon.



Joel Shen · 2nd
Lawyer | Connector | Educator | Investor

+ Follow

Christmas is usually a busy period for transaction lawyers, as clients push to get their deals across the line before the end of the year, and tempers sometimes flare as work pressure mounts.

As a junior solicitor, my Christmases were spent finalising due diligence reports, proof-reading transaction documents, and checking (and re-checking) CP and completion deliverables.

Christmas luncheons and dinners were hurried affairs, where friends and family waited patiently for me to fire off "one last email" while the food turned cold and the beers turned warm.

Among the many hectic Christmases in my career, one particular memory stands out: I had just moved to Jakarta and it was my first Christmas away from family.

We were acting for the lead investor in a Series A investment and were busy trying to close the transaction on a very demanding timeline.

Our client had just been informed, by a frantic and increasingly frustrated founder, that he needed more time to satisfy certain conditions precedent under the subscription agreement, but desperately needed the cash.

Lawyers were mobilised and instructed to prepare a bridge loan agreement.

The following email from the client (sent to the founder and blind-copied to the lawyers) was as touching as it was unexpected and, to this day, I keep a screenshot of it in my favourites folder as a reminder of the important things in life.

This Christmas, choose to be kind - be kind to your colleagues, your counterparties, opposing counsel, fellow advisors, family, friends and, above all, be kind to yourself.

Merry Christmas, one and all. And to all who are working this Christmas: may your deals close expeditiously.

Hi [REDACTED],

good talking to you just now. I just want to write that you please respect that it's the 24th of December, so I don't expect people to work today and I fully understand if the loan agreement will not be ready today. Please respect that people's priorities today and the next two days should be around family and friends. We will get everything done and make sure you will have money in the bank on time, but please be considered about other people's priorities over the Christmas days.

Thanks,
[REDACTED]

VIEW OUR FAVOURITE POST BY JOEL HERE

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Justin Farrance

Justin has always been a notable figure on LinkedIn, and we expect him to continue in this way.

Justin is a leader for many, especially the LGBTQ+ community – posting about his experience opening up as he entered the sector – creating a legacy and a large following along the way. An inspiring figure, and someone we look forward to watching continue to flourish.



 **Justin Farrance** · 2nd
Senior Manager – BD, Client Strategy & Responsible Busine...
2mo ·  [+ Follow](#) 

I 'came out' in my late teens and was told to hide the fact I'm a gay man in order to 'succeed' in the corporate world.

I had little in the way of visible role models or a network. Words shape your self worth and belief, especially during formative years.

After a while, and with positive mentors around me, I ignored the advice. That was probably the most 'successful' decision I've made in my career. You can't perform at your best if you're not able to be yourself.

Being visible is a choice, not a requirement. For me, it helps to influence opinions, shape culture and lead by example.

This weekend was National Coming Out Day. I'm a believer in the power of storytelling, I hope mine plants a few seeds! 🌱



[VIEW OUR FAVOURITE POST BY JUSTIN HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Sophie Wardell

Sophie has always used her platform to speak out about things many aren't willing to, which is exactly what makes her such a successful LinkedInfluencer and true Hall of Famer.

Sophie's content covers a range of topics relating to people, work and HR – frequently with themes of justice and accountability, always framed within a grounded perspective.



Sophie Wardell · 2nd
Freight Director at Higgs LLP

+ Follow

To every late-diagnosed adult who always knew they didn't quite fit in,
To every child told to sit still, pay attention, try harder,
To every person who felt "too much, yet never enough",
To every undiagnosed person who knows deep down that something is different, but cannot put it into words.

October is ADHD Awareness Month.

Awareness matters, because:

👉 Adults with ADHD are twice as likely to experience suicidal thoughts, and more than three times as likely to die by suicide.

👉 In the UK, adults with ADHD live on average 6 to 8 years less than their peers - largely due to preventable factors like untreated mental health, substance use, or accidents.

👉 Over one-third of adults screening positive for ADHD also screen positive for depression or anxiety.

👉 At work, 65% of employees with ADHD say day-to-day tasks are a moderate to significant challenge.

This is why the right awareness, understanding and support is so important.

Here are five practical things employers can consider introducing:

- 👉 Flexibility - such as hybrid working, flexible hours, and adjustments to deadlines.
- 👉 Structure - including clear agendas, written follow-ups, and regular check-ins.
- 👉 Environmental adjustments - like quiet spaces, noise-cancelling options, tools that minimise distractions.
- 👉 Support - access to specialist coaching, mentoring, or the creation of a Wellness Passport which sets out communication preferences.
- 👉 Awareness - training for managers and teams to understand how to support neurodivergent colleagues (shout out to Jodie Hill for doing this at Higgs LLP 🙌)

The ADHD brain is often described as "a Ferrari with bicycle brakes". High-powered, fast, creative but harder to manage without the right support.

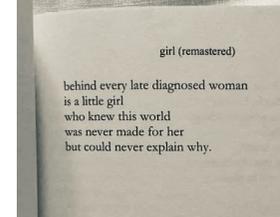
That's why awareness isn't optional but essential.

Because ADHD is different, not less.

(Data sources: NHS, Cambridge University Press, Axil.)

#ADHD #Awareness #HR #Support

🖨️ Image is of a short poem called "girl (remastered)" by Jessica Jocelyn. It is black text on white paper.



VIEW OUR FAVOURITE POST BY SOPHIE HERE

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Jon Gregson

If you've ever seen much legal humour on LinkedIn, the chances are that it was from the one and only Jon Gregson.

Jon merges intelligence with humorous delivery, and brightens up the timelines of tens of thousands, which we only expect to continue.

Known simply as "Jon from LinkedIn", Jon is in a lane of his very own, and we love it.



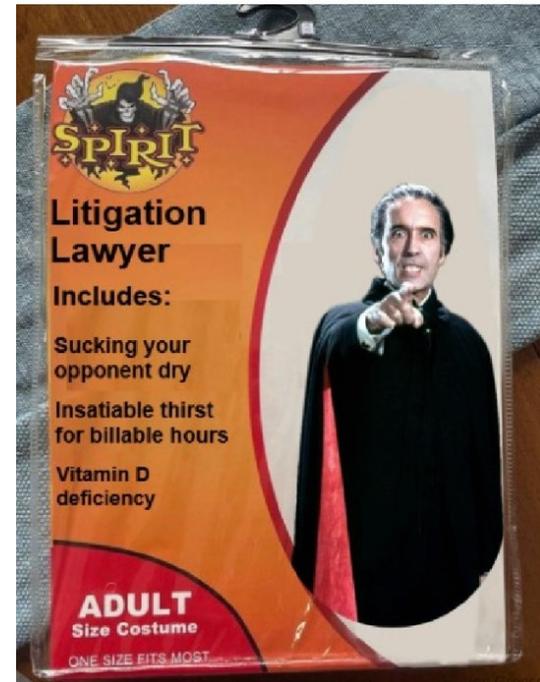
Jon Gregson · 2nd
Employment Law Partner | Weightmans LLP | LinkedIn, He ...
2mo · 🌐

+ Follow ...

Halloween party this weekend? 🍷

Why not go as a lawyer, we leave everyone screaming 🤩

Oh, you thought it wasn't coming back this year? 🙄



[VIEW OUR FAVOURITE POST BY JON HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Mark Stephens CBE

Mark is one of the best examples of being yourself on LinkedIn.

He unapologetically broadcasts thoughts, findings, and other internet bric-a-brac, and presents it at scale.

Combined with his longstanding career and influence, his content allows for more people to be more of themselves, something only a few have the authority to do effectively.



Mark Stephens CBE · 2nd
Consultant
1mo · 🌐

+ Follow ...

Finnish farmers have begun spraying their deer's antlers with reflective paint in order to reduce road accidents.

Now glow in the dark antlers light up the dark roads - a great example of lateral thinking?



[VIEW OUR FAVOURITE POST BY MARK HERE](#)

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

Emma Geale

LinkedIn's resident 'Swiftie', Emma, experienced a meteoric rise on LinkedIn in 2024, defined by her Taylor Swift-related content.

She shows up and offers a perspective on the realities of legal life, delivering real value as a result.

Using pop references as a vehicle, Emma's kind-hearted nature cuts through, reaching the masses, and making LinkedIn a better space as a result.



I'm married to the hustle... 🎵

I bet plenty of us feel like that, and I know I have at times.
It's funny how often we glamorise being busy, as though constant motion is a badge of honour.
And despite knowing better, I often don't practice what I preach.
I've been in need of a break for a while.
A proper one.
Not...
"well I'll just keep an eye on emails" or
"if I work super hard before I go, I can take a week and I'll just have to deal with the inbox when I get back"
A real, honest and true break, to properly switch off the brain.
So while it's long overdue, it's finally time.
By the time you read this I'll be in the air, on the way to New Zealand.
For an entire month.
No calls.
No emails.
No scrolling through LinkedIn
(Okay maybe just a little bit of the latter)
Just lots of fresh air, long walks and plenty of new landscapes.
And I'm hoping the kind of rest that actually feels like rest.
Obviously I'm not sure LinkedIn at large will appreciate regular updates on my trip, but if you fancy them and have Instagram, I'll be sharing over on @litedc@privaclientlawyer



VIEW OUR FAVOURITE POST BY EMMA HERE

OUR FAVOURITE POSTS BY THE HALL OF FAMERS

POSTED BY

James Quarmby

James speaks with conviction – and that’s why his content resonates.

Known for his strong opinions and perspectives, he draws upon a wealth of knowledge to make sense of the evolving fiscal landscape in the UK.

James’ content makes a splash on LinkedIn, framing these updates for a wider audience.



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

+ Follow

The truth about those secretive tax havens

It's not quite what you think ...

In the popular imagination (egged on by the Guardian, the BBC and other news outlets) it's ever so easy to launder money or evade tax.

All you need to do is incorporate a "shell company" in the BVI, which you can do quite easily under a false name. That company then opens a "secret" bank account, into which you can stuff your dirty cash. This cash is then cleaned in a gigantic magical washing machine, free for you to spend as you see fit.

As the companies are "opaque" and the bank accounts secret, no one will find out. Hey presto - you're good to go.

Utter tosh.

Try having a go at incorporating a BVI company, it's a real pain. You will need a mountain of AML documentation, not to mention a tightly documented source of wealth (SOW). Even if you manage to get past that, you also need to pass the dreaded "economic substance" rules, which basically prohibit using companies for activities which cannot be justified by their means.

So, you finally get your company, probably after many months of work.

That was the easy bit. Now you need to get a bank account. Strap in, because this bit is really hard. The SOW documentation required by the banks will have you digging out your parents birth certificates and years worth of bank statements. It's painful. It will take many, many months and it will be so frustrating that you'll feel like banging your head on your desk.

Let's say you get through that. Surely you're home and dry?

No. You've then got mandatory reporting under CRS and FATCA. This means your local tax authority will know all about the company and the bank account (and how much is in it). So much for those "opaque" companies

If that sounds like too much work then, you're right, it is. If you want to launder money, take the easy route and use an U.K. company or an US LLC. That's what most people do. You can set one up in 30 minutes with the minimum of fuss.

Of course, I'm not advocating money laundering or crime - it's wrong. But it's also wrong to blame small financial centres for everything when their AML and crime prevention processes are so much better than ours.



VIEW OUR FAVOURITE POST BY JAMES HERE

INTRODUCING **THE TRUTH:** THE PARTNER EDITION

Law firms often rely on **internal surveys** to benchmark progress from year to year, but an internal survey can only ever tell part of the story: it gives you no sense of how you compare with the rest of the market.

That's why we have launched **The Truth** – independent, UK-wide annual surveys that are designed to sit alongside whatever your own firm already does internally and to provide a more candid picture of what life as a partner or associate actually feels like, today.

We want to hear what is working well and what, if you are honest, you have had enough of; whether you can realistically see yourself doing this for the next five or ten years, and whether, if you were starting again, you would still regard your career path as a sensible choice or an expensive mistake. **The partner survey is running from now to the end of January**, with a free top-level findings report to follow in the spring once we have analysed the data.

Your insights and experience will show us the patterns that can help shape a more realistic, sustainable understanding of what partnership means in the modern legal world.

Please lend us your voice and complete the survey at
<https://www.tbdmarketing.co.uk/law-firm-partner-survey>



SCAN ME

AN INTRODUCTION TO THE LEADERS

It's happening.

Law firm leaders are waking up to the fact that LinkedIn may be a great place for them to get their messages/strategy to show up. All the reach of media relations, with all the control of internal communications; it's basically a law firm leader's dream communications channel.

And so it was that several major transatlantic mergers were announced on the platform at the same time as the FT and The Lawyer had the story. That elision of earned and owned media sees audiences far and wide on the receiving end of messages, in particular from this quarter's top-placed leader – Paul Jenkins – as his firm announced they'd finally made it to the altar in the US. Paul Sams continues to show how smaller firms can punch above their weight on the platform. Aedamar and Paul at Linklaters

continue to demonstrate how there's space for two leaders at the same firm to use the platform.

More of this, please, law firm leaders. Much more.



Simon Marshall
CEO, TBD Marketing



TOP 10 LEADERS



NO. 1 – **PAUL JENKINS**
ASHURST
TOTAL POWER SCORE: **6,337**



NO. 2 – **PAUL SAMS**
DUTTON GREGORY
TOTAL POWER SCORE: **5,108**



NO. 3 – **GRAEME MAGUIRE**
BIRD & BIRD
TOTAL POWER SCORE: **3,754**



NO. 4 – **JAMES GEARY**
EMW LAW
TOTAL POWER SCORE: **3,670**



NO. 5 – **JO FARMER**
LEWIS SILKIN
TOTAL POWER SCORE: **3,350**



NO. 6 – **MIGUEL ZALDIVAR**
HOGAN LOVELLS
TOTAL POWER SCORE: **2,844**



NO. 7 – **EMILY MONASTIRIOTIS**
SIMMONS & SIMMONS
TOTAL POWER SCORE: **2,752**



NO. 8 – **ASTER CRAWSHAW**
ADDLESHAW GODDARD
TOTAL POWER SCORE: **2,683**



NO. 9 – **DEREK RODGERS**
GARDNER LEADER LLP
TOTAL POWER SCORE: **2,672**



NO. 10 – **HERVÉ EKUÉ**
A&O SHEARMAN
TOTAL POWER SCORE: **2,663**

TOP 11 - 30 LEADERS

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
11	Nick Taylor	Higgs LLP	2,523
12	Trevor D. Sterling	Moore Barlow	2,455
13	Aedamar Comiskey	Linklaters	2,448
14	Paul Lewis	Linklaters	2,394
15	Susan Glenholme	Debenhams Ottaway LLP	1,758
16	Pauline Wild	Forbes Solicitors	1,575
17	Andrew Johnston	Addleshaw Goddard	1,530
18	Adrian Jaggard	Taylor Rose	1,475
19	Khalid Garousha	A&O Shearman	1,451
20	Rachael Heenan	Capsticks	1,414
21	Sarah Walton	Weightmans	1,384
22	David Jackson	Shoosmiths	1,346
23	Guy Longhurst	Ellisons	1,216
24	Christian Bartsch	Bird & Bird	1,153
25	Nik White	Brabners	1,041
26	Julian Taylor	Simmons & Simmons	1,029
27	Sarah Walker-Smith	Ampa - Legal & Professional Services	1,028
28	Alan Mason	Freshfields	1,013
29	Carolena Gordon	Clyde & Co	933
30	Matt Meyer	Kingsley Napley	928

TOP 5 LEADER PROFILES

01

PAUL JENKINS

Paul Jenkins has led Ashurst to the brink of the promised land. The firm now sits one partner vote away from a US merger it has hankered after for 20 years.

What stands out is how he has handled the journey. Jenkins has clearly read and reread the playbook, and he shares his observations along the way on LinkedIn. He understands the balance required. This is a partner decision first, but it also needs careful positioning and quiet persuasion beyond the partnership while discussions remain live.

There has been no chest-beating, just steady progress, careful positioning and an instinctive sense of timing. Paul's communications suggest a leader who is already thinking about what comes next, not just how to announce it.

His posts tend to focus on practical leadership, governance and decision-making. They are grounded rather than theoretical. What stands out most is his sense of proportion.

The tone is measured and unhurried. If you have waited two decades for something, there is little need to rush the final stretch.

It is a reminder that LinkedIn does not always reward noise, but it does favour the well-prepared.

And sometimes it also rewards judgement, shared quietly, by someone who has earned the right to speak and be heard.



TOP 5 LEADER PROFILES

02

PAUL SAMS

Paul Sams keeps his LinkedIn content close to people and reads like a true reflection of his personality. He is down to earth. He works hard. He cares deeply about his family. There is an everyman quality to how he approaches life and work, more Premier Inn than Hilton, and more comfortable with effort than polish. He comes across as someone who would happily put in a long day's toil if there was a nugget of gold to be found at the end of it. That outlook runs through his writing.

His posts focus on teams, relationships and the lived reality of guiding people through change, with leadership shown through everyday behaviour rather than abstract strategy: it shines through in what he notices, what he says, and what he chooses to prioritise when it matters. A defining feature of his content is generosity, with credit shared easily, progress framed as collective effort, and challenges discussed in a way that keeps the focus on learning rather than blame, which makes people feel supported rather than exposed.

He reflects on culture in a practical way, using small moments such as conversations, reactions or decisions in the room to show how organisations actually function, rather than how they prefer to describe themselves. Family appears often, but not in any performative way – it is there because it clearly matters so deeply to Paul. Work matters, obviously, but it is not allowed to crowd out the truly important things, and that balance gives his writing credibility.

The tone is warm and steady, with personal experience included where it adds clarity or perspective, always in service of the point being made. Taken together, Paul's posts show a form of leadership that feels practical because it is humane, rooted in effort, care and consistency, and written by someone who understands that consistency usually matters more than saying the right thing.



TOP 5 LEADER PROFILES

03

GRAEME MAGUIRE

Graeme Maguire writes with a long view. His posts are shaped by years spent moving between offices, countries and teams, and by a habit of paying attention to what gets built over time. He marks anniversaries and transitions, and he notices the practices that take years to bed in. He also makes a point of recognising the people who have grown with the firm and are now moving into new chapters. The focus is rarely on him. You see that in the way he writes. He steps back from the detail to look for patterns – in markets, careers, leadership behaviour and the rhythms of professional life. He shares what he's noticed without labouring the point, and leaves space for the reader to draw their own conclusions.

Credit is shared easily. Progress is described as something made over time by many hands, with a quiet emphasis on the relationships and decisions that underpin the headline moments. People sit at the centre of his content. He recognises colleagues for what they have helped build, and thanks clients for trust earned over long periods. Departures are marked with warmth and good judgement, and even celebrations feel connected to what came before and what comes next.

There is also room for small, human detail. The blueberry juice he only ever drinks on Finnair flights. The familiar route to Helsinki, Stockholm or Copenhagen. A mug that began as a six-year-old in-joke, handed over at a leaving party in The Hague. A Friday post that exists simply to wish people well. It all fits: a career made up of repetition, travel and relationships, rather than isolated milestones. The tone throughout is composed and thoughtful, with analysis and warmth held in balance. His judgement is quiet, and he is comfortable leaving uncertainty intact where it belongs. Reading his posts, you get a sense of someone who thinks over years, pays attention to the things that endure, and is content to let meaning emerge over time.



TOP 5 LEADER PROFILES

04 JAMES GEARY

James Geary writes about getting things done. His posts stay close to the practical work of delivery: opening offices, building teams, supporting clients and charities, and noticing when energy dips or pressure starts to show. The emphasis is on what has been done, and what still needs doing.

That practical streak shows up in how he writes. He tends to work through examples, sharing what happened and who was involved, without burying the reader in caveats. The result is straightforward and reliable.

You see the same approach in how he handles professional standards. He treats expectations as part of the job: firms collaborating sensibly, credit given to the people behind the scenes who keep things running, colleagues thanked for doing what they said they would do. Responsibility is taken as read.

There is also room for the human side of work. Managing type 2 diabetes while setting himself a walking challenge that overshoots the target. Being told by colleagues that he's getting grumpy, and taking a break before it becomes everyone else's problem. Turning up at 2am for a charity bike ride, then heading home tired but grateful.

His posts keep the focus on people. He names teams, thanks colleagues properly, expresses gratitude towards clients for sticking with the firm through the long haul, and brings business professionals into view without fuss. Even celebrations stay grounded in the work that made them possible. Read together, his posts feel like a running account of how work actually gets done – written by someone who pays attention, and says what he sees.



TOP 5 LEADER PROFILES

05

JO FARMER

Jo Farmer writes with close attention to the realities of senior work – how it feels while you’re in it, not just how it looks in retrospect. Her posts draw on lived experience. She writes about leadership, change and pressure as they show up day to day: navigating uncertainty around AI, sitting with the complexity of firm culture, or reflecting on moments of pride, fatigue and gratitude after a long stretch of work. The tone is grounded and unforced. She is also comfortable being honest. Difficult topics aren’t smoothed over, and they aren’t played up for effect. Progress is acknowledged without fanfare. Success is celebrated, usually with a clear sense of how provisional most things are in real working life.

Connection sits at the centre of what she shares. She writes in a way that encourages recognition – the kind of “yes, that’s familiar” response – rather than pushing readers towards a fixed position. Whether she’s talking about equal parental leave, the realities facing female founders, or what emotional intelligence looks like once systems are automated, she leaves room for other people’s experience. There’s a strong sense of continuity, too. Long relationships with her firm, the way its culture has evolved, recurring events and shared milestones all appear alongside small reflective moments: a familiar view from a hotel room, the tired satisfaction at the end of a conference, the pleasure of a good conversation on a panel. These details aren’t there for colour; they’re part of how she makes sense of the work.

Her writing stays calm even when the subject is complex or unresolved. Uncertainty is treated as something to work with, which gives the posts a steady, reassuring quality. Meeting her this quarter ahead of an upcoming podcast episode reinforced the same impression in person: thoughtful, curious, and generous with her time. Overall, her posts read as a record of someone paying close attention, thinking in public, and trusting the reader to draw their own conclusions.



TBD

BE PART OF THE NEXT LEGAL

LinkedIn FLUENCER LAUNCH

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

AN INTRODUCTION TO THE INDIES

It's quite often the Indies who lead the way for others in the legal sector. Those who've chosen to work at smaller firms, have founded firms of their own, or who simply need to grab the limelight in order to stand out from the masses are the ones who've inspired a generation of lawyers at much larger firms to do the same.

They're often the first to use LinkedIn's new features, push personal brand to the front, and to have posts that significantly outperform those of peers or their own firms.

In addition to presenting a strong list of people to refer work to, then, this list is also one to follow to see where the future of content will go for the legal sector in general. None of these individuals works at a firm with the natural advantages of, say, a top 100 firm. But equally, they do not always face the same

constraints. This is why we present the two lists separately. The trick, for those who work at smaller firms, is to take advantage of this opportunity: to stand out using a platform that enables you to do so.



Simon Marshall
CEO, TBD Marketing



SIX KEY STATS



Only three of the top ten are the founders of their firm



One new entrant into the top ten: Catherine Haworth

472,756

The number of top 100 power points total

89

independent UK law firms are represented in the top 100

32

indies appear in the overall top 100 this quarter

25.9%

of the total Power Score was scored by the top five Indies

NEW PEOPLE WHO RANK ON THE LIST



CATHERINE HAWORTH

Avon and Somerset Family Law
POWER SCORE: 10,909



QARRAR SOMJI

Witans
POWER SCORE: 8,712



CHARLIE DAVIDSON

Bishop & Sewell
POWER SCORE: 4,743



MATTHEW LETTS

Isadore Goldman
POWER SCORE: 3,343



MARIAM KHAN

Bright Legal
POWER SCORE: 3,090



SARA RODEN

Greenwoods
POWER SCORE: 2,081



RACHAEL ABBOTT

Redkite Solicitors
POWER SCORE: 2,045



MATT COLEMAN

Actons
POWER SCORE: 1,944



HELEN LYNE

Swinburne Maddison LLP
POWER SCORE: 1,542



KATIE WATTS

Raworths LLP
POWER SCORE: 1,330

TOP 10 INDIE PROFILES

01

HENRY NELSON-CASE

Henry Nelson-Case's posts live in the everyday friction of legal work: the last-minute email before Christmas, the Teams call that never quite ends, the file named "FINAL FINAL v7" that everyone pretends is fine. He captures these moments cleanly, often in a single line, and lets the accuracy carry it.

Timing helps, too. A lot of posts arrive at shared pressure points: when inboxes feel heavier, patience is thinner, and the calendar is doing most of the damage on its own. It keeps everything anchored in the working day.

Humour runs through what Henry shares, but it's restrained and precise. A short exchange replaces a longer explanation. A familiar format is used once, then dropped. If a moment is already recognisable, he doesn't overwork it. The smile comes from how close the observation is to reality.

There's also a quieter thread about wellbeing and work. Henry writes about getting a puppy, and how it forces breaks into a day that used to run on without pause. He's open about burning out earlier in his career, without turning it into a confessional; and he talks plainly about money, pressure and expectations for junior lawyers, without pretending there are easy answers. These posts sit comfortably alongside the humour.

Henry also has a good ear for the profession's unspoken rules: the anxiety about posting, the fear of being seen as cringe, the discomfort around not drinking at office events, the way a "hey" message can raise one's heart rate for no good reason. By naming those moments directly, he tends to lower the temperature.

What comes through is a particular kind of trust. The scenarios are specific enough that readers recognise themselves immediately, and Henry always knows when a single line is enough.



TOP 10 INDIE PROFILES

02

NIC ELLIOTT

Nic Elliott writes about employment law from the vantage point HR teams recognise: the issue that drops into the inbox, the conversation that needs having, and the decision that can't wait for perfect information.

Most of his posts begin with a concrete situation – an employee who has been off sick for years, end-of-year pressure from a client, a policy shift being trailed in the press, or the dilemma of whether an HR professional should “set the record straight” publicly, knowing it may only make things worse. He uses these examples to focus on consequences rather than mechanics, which is why HR professionals and senior leaders tend to keep reading.

He is also comfortable sitting in the messy middle. When he writes about long-term absence, tribunal delays, menopause or employment rights reform, he doesn't pretend there is a neat fix; instead, he lays out the pressures in play and asks, plainly, what others are seeing.

A lot of his content is built around genuine questions, and he's happy to put them plainly – about trust in the profession, the way HR is being discussed in the media, and what new rights might mean for a tribunal system already under strain. You get the sense he is testing his judgement in public, and he sounds much the same in person: inquisitive, direct, and interested in what others are seeing.

When something matters, he is willing to be direct. If he thinks proposed reforms could create a perfect storm for employers, he says so, and then explains the moving parts without relying on heat. The tone can sharpen, but it stays fair, and it remains focused on what clients and HR teams will be dealing with on Monday morning.

There is a human thread running through it too, often in small observations that widen the register without changing the subject. Overall, his posts read as practical judgement in motion, shaped by real cases and real conversations, and guided by an instinct to treat employment law as something that affects people first and paperwork second.



TOP 10 INDIE PROFILES

03

HELEDD WYN

Heledd writes with a directness you don't often see on LinkedIn, and she's willing to say in public when something falls short.

She is probably the person most likely to make it onto Legal Cheek for what she posts, which says a lot about how directly her points land and the breadth of her audience. She is also well connected offline, but she still treats LinkedIn as a place to keep widening the conversation: she asks for recommendations, invites people for a coffee, brings new voices into the mix, and shares opportunities when she's building a team, because she is genuinely interested in what others think.

Much of what Heledd writes is anchored in access to justice, dignity and the responsible use of legal power. When she sees those principles being compromised, she is clear about it, and she is especially forthright on the right to independent legal advice, the imbalance of power in Court of Protection work, and the risk of treating representation as optional when the stakes are high and the people involved are vulnerable.

Heledd's day-to-day practice centres on mental capacity and Court of Protection matters, but she rarely leaves the discussion at the level of technical process. She keeps drawing issues back to fairness and voice, whether she is correcting headlines that soften financial abuse, pushing back on lazy assumptions about incapacity, or challenging language that erases the agency of the person at the centre of the case.

Humour sits comfortably alongside the serious points. Posts about "Dear Sirs", professional etiquette, or being told there is room for only one "big personality" do the same work as the rest of Heledd's writing, because they return to the question of respect: who systems are designed to serve, and who is expected to adapt.

Over time, that clarity has become a signature. You know where Heledd stands, and you trust her not to flinch when it matters.



TOP 10 INDIE PROFILES

04

LISA HAYWOOD

Lisa Haywood is confident about her ambitions on LinkedIn, and she gives a clear, close-up view of what it takes to build a firm alongside family life.

Her posts are frank about growth, without smoothing away the effort involved. She writes about running Stutt Associates with the practical detail of someone living it, from starting out with a “teeny baby” and four other children in the mix, to the constant switching between lawyer, manager, bookkeeper, marketer, compliance lead and whatever else the day requires when you own the whole thing.

A theme running through her content is agency. Lisa is clear that lawyers can design careers and businesses on their own terms, and she’s happy to question the usual expectations around tone, behaviour and what a firm is supposed to look like. She does it with humour, and with a fair amount of Cornwall in the language – whether she’s poking fun at email etiquette, calling out “Hi Lovely”, or admitting she’d happily stage a rebellion against festive elf season.

Lisa moves easily between the light and the serious, and the shift works because it’s all drawn from experience. Posts about sequins, awards nights and being an awards finalist sit alongside blunt accounts of maternity leave, unfair pay, and the moment you realise you’re not going back. She tells those stories plainly, without turning them into either complaint or inspiration.

When Lisa shares milestones, she does it proudly, and with a clear sense of what it has taken to get there. She’ll mention winning Start-Up Business of the Year, staying in the top rankings, or reaching a year in business, and the emphasis stays on the scale of what has been built – in public, with five children, and very little spare time.

The effect is energising. Readers come away with permission to stop shrinking their ambition to fit other people’s expectations.



TOP 10 INDIE PROFILES

05

BILLIE-ANN SAMARDZIJA

Billie-Ann uses LinkedIn in a way that doesn't resemble most legal accounts. Her posts lean on art, literature and emotional reflection, and they're written to slow the reader down.

A typical post might open with a line from Einstein or Toni Morrison, move through an observation about love, rejection or trust, and then settle on an image – a painting, a familiar motif, a literary reference – as though the artwork is part of the point being made. The law sits in the background, as context, rather than taking centre stage.

There is a consistent aesthetic to what Billie-Ann shares. Romantic illustration, poetry, femininity and inner strength appear often, alongside recurring symbols (champagne, Rome, even Belgrade) that she uses as ways of thinking rather than destinations on a map. You can often sense the register before you read the words, because she's creating a recognisable voice rather than making a case.

Billie-Ann is also clear about what she's doing. When she was recognised as a top Legal Voice, she said her intent was never to instruct, but to bring beauty and human expression into a space usually defined by rules and rigour. Even when she writes about AI, the same approach holds: she is interested in the tool, and equally committed to the messy, imperfect human voice that makes writing feel alive.

Billie-Ann posts in the manner she has chosen, consistently, and lets the audience find her. Over time, that steadiness becomes its own kind of presence – distinctive, reflective, and quietly persuasive.



TOP 10 INDIE PROFILES

06

HARRY MCCARTHY

Most of Harry's posts sit in the small, familiar irritations of legal work: the phrasing that makes your eye twitch, the paperclip that leaves an imprint in a will, the client who wants something "urgent before Christmas" after eight weeks of silence. He notices these things because he cares about the craft, and the humour lands because the observation is accurate rather than inflated.

Harry is particularly good at puncturing lazy assumptions in a line or two. AI is going to replace lawyers, right after it replaces geographers. Fourteen paragraphs of AI word salad, complete with statutes from the wrong country and a US Supreme Court case from 1894, presented as if that will help. "I'll review the same", which he treats with the level of contempt it deserves. The jokes are doing a job: they are a quick way of saying, 'we can do better than this'.

When the subject calls for seriousness, Harry switches register without fuss. His post on jury trials does not soften the point or pad it out. If something is a safeguard, he says so, and he is clear about what is at risk when convenience starts to trump principle. The shift in tone works because it is not a performance. It is simply him deciding the moment calls for something else.

Harry is also unusually straightforward about why he posts. He isn't promising instant returns; he's describing how familiarity builds, how trust forms in private client work, and how a community can appear in the comments when you keep turning up as yourself.

His posts respect the reader's time. They're clean, accurate, and written by someone who has done the work – and is still paying attention.



TOP 10 INDIE PROFILES

07

CHRISTOPHER LINTON

There is an ease to Christopher's presence on LinkedIn that is rare in professional spaces.

Much of his content is built around small, shared curiosities rather than opinions: riddles, odd place names, superstitions, Christmas films, early mornings, late people, Guy Fawkes nights. These are not filler moments; they are invitations. They ask very little of the reader and make it easy to participate without needing expertise, confidence, or a fully formed view.

A defining feature of Christopher's writing is how open the questions are. There is no implied "right" answer and no sense of steering the conversation toward a conclusion. The emphasis stays on shared experience rather than authority, which creates warmth and approachability in a profession that often defaults to formality online.

When more serious themes appear, the shift is gentle rather than jarring. Reflections on AI bias, taxation, charity, or professional responsibility are measured and exploratory. Christopher raises issues, asks how others see them, and leaves space for disagreement without trying to resolve it for the reader.

Local references and firm life recur throughout: Wollens events, community initiatives, hospice fundraising, swim challenges, Devon landmarks. These details ground his presence in real relationships and real places. Promotion is present, but it is self-aware and lightly handled, often folded into collective activity rather than framed as announcement.

What emerges over time is a recognisable tone: curious, generous, and consistent. Christopher's presence shows that LinkedIn does not only reward certainty or strong takes. It also rewards people who make the space feel more human, more conversational, and easier to enter.



TOP 10 INDIE PROFILES

08

PARDEEP KANDOLA

Spend any time around conveyancers online and it quickly becomes clear who is speaking to them rather than *about* them.

Pardeep names the reality of conveyancing as it is lived: chains that make no sense, enquiries that appear late or not at all, regulatory demands layered onto deadlines that were never realistic to begin with. These moments are not exaggerated for effect. They are specific, recognisable, and delivered with dry humour that only works because the detail is right.

What distinguishes his writing is the audience he has in mind. Conveyancers are not the joke; they are the people being spoken to. Lists, one-liners and observations act as shared shorthand inside a profession that is routinely dismissed as simple or mechanical by those who have never done the work. The humour works because it reflects competence under pressure rather than frustration without purpose.

Running alongside this is a clear defence of standards. Pardeep is consistent about the importance of proper title investigation, proportionate enquiries, and charging appropriately for expertise. He pushes back against shortcuts, volume-driven models, and the quiet erosion of value in property work, not in theory, but through what they look like on a file.

There is also generosity threaded through his content: moments where colleagues check in on one another, take time to ask how someone is doing, or treat the other side as human rather than an obstacle sit alongside the sharper observations. Frustration is balanced with care.

By naming these shared experiences plainly, Pardeep has helped turn LinkedIn into something conveyancers actually recognise: a place where the work is understood, and the people doing it feel less alone.



TOP 10 INDIE PROFILES

09

CATHERINE HAWORTH

Six months ago, in her own words, Catherine was unsure which way to turn. Now she is one of the most visible voices in family law on this platform, and it has happened fast because she is willing to say the part most people leave unsaid.

Her work sits in the hard end of family law: domestic abuse, coercive control, post-separation abuse, legal aid pressure, enforcement gaps. When she writes about it, it comes straight from practice: three days off at half term and hundreds of emails waiting; aggressive correspondence dressed up as “litigation”; offers changed because someone did not get a reply inside two days. The point is not that she is busy, but that the system is becoming unworkable, and she is prepared to describe what this feels like.

Catherine is direct in a way that makes the subject clearer. She can point to ten years of coercive control being a criminal offence and to the fact that none of her clients has seen a charge, let alone a conviction. She writes about legal aid expansion with a clear eye on the risk of an exodus if rates remain where they are, and she explains concepts such as DARVO through lived experience rather than abstract definition. Her educational posts on financial abuse and litigation abuse are plain-spoken and careful, without tipping into lecturing.

Part of the appeal is range. Catherine uses video, images, technical explainers, personal reflection, and occasional humour, and it all fits because the tone stays consistent. One day it is evidence at Westminster or a pro bono clinic with PEEPSA; the next it is her son playing “the door” in the nativity. The lighter moments make the cost of the work visible without pulling focus from it, and also highlight the fact that she still has to go home and be a parent after court.

The trust Catherine is building comes from specificity and honesty. She names what is happening, sets it out clearly, and leaves the reader in no doubt about what is at stake.



TOP 10 INDIE PROFILES

10 DAN JOHNSON

Dan Johnson uses LinkedIn to put his views to work in public.

His posts are openly political, deliberately confrontational, and unmistakably positioned. Brexit, populism, financial hypocrisy, and political accountability dominate his feed. There is no hedging and no attempt to soften language for wider appeal.

Provocation is the method. Posts are short, pointed, and often framed around disbelief or outrage. Sarcasm and bluntness are used to challenge what he sees as moral and intellectual failure in public life.

Dan returns to the same themes repeatedly, reinforcing his stance through consistency rather than extended argument. He is not trying to persuade gently. He is applying pressure.

This approach is intentional. Dan is not seeking professional neutrality or universal approval. He is clear about who the content is for, and who it is not.

The result is a presence that polarises, but also persists. Conviction, when applied consistently, finds its audience.



TOP 20 INDIES



NO. 1 – **HENRY NELSON-CASE**
THRIVE LAW
TOTAL POWER SCORE: **39,523**



NO. 2 – **NIC ELLIOTT**
ACTONS SOLICITORS
TOTAL POWER SCORE: **29,355**



NO. 3 – **HELEDD WYN**
ROTHLEY LAW LTD
TOTAL POWER SCORE: **20,433**



NO. 4 – **LISA HAYWOOD**
STUTT ASSOCIATES
TOTAL POWER SCORE: **18,833**



NO. 5 – **BILLIE-ANN SAMARDZIJA**
WALLACE ROBINSON & MORGAN
TOTAL POWER SCORE: **14,533**



NO. 6 – **HARRY MCCARTHY**
JOHN HODGE SOLICITORS
TOTAL POWER SCORE: **12,478**



NO. 7 – **CHRISTOPHER LINTON**
WOLLENS
TOTAL POWER SCORE: **12,285**



NO. 8 – **PARDEEP KANDOLA**
ASKEWS LEGAL LLP
TOTAL POWER SCORE: **11,244**



NO. 9 – **CATHERINE HAWORTH**
AVON AND SOMERSET FAMILY LAW
TOTAL POWER SCORE: **10,909**



NO. 10 – **DAN JOHNSON**
EQUITABLE LAW
TOTAL POWER SCORE: **10,773**



NO. 11 – **LIAM BAWDEN**
FOYS SOLICITORS
TOTAL POWER SCORE: **9,577**



NO. 16 – **ESTELLA NEWBOLD BROWN**
AMPHLETT LISSIMORE
TOTAL POWER SCORE: **6,532**



NO. 12 – **JODIE HILL**
THRIVE LAW
TOTAL POWER SCORE: **9,129**



NO. 17 – **PHILIP HYLAND**
PJH LAW
TOTAL POWER SCORE: **6,485**



NO. 13 – **QARRAR SOMJI**
WITANS
TOTAL POWER SCORE: **8,712**



NO. 18 – **DAVID SMITH**
SPECTOR CONSTANT & WILLIAMS
TOTAL POWER SCORE: **6,462**



NO. 14 – **JONATHAN LEA**
THE JONATHAN LEA NETWORK
TOTAL POWER SCORE: **7,574**



NO. 19 – **RUBINA FERREIRA**
JURY O'SHEA
TOTAL POWER SCORE: **6,291**



NO. 15 – **RISHI KOHLI**
SWEENEY MILLER LAW
TOTAL POWER SCORE: **7,259**



NO. 20 – **MARCIN DURLAK**
IMD CORPORATE
TOTAL POWER SCORE: **6,114**



TOP 21 - 50 INDIES

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
21	Amy Cousineau Massey	McCarthy Solicitors	5,941
22	Sana Saddique	Collective Law Solicitors	5,916
23	Juliet Schalker	Debenhams Ottaway	5,894
24	Craig Kelly	TBC	5,800
25	Emma-Jane Taylor-Moran	Rebel Law	5,744
26	Renee Pillay	PJH Law Solicitors LLP	5,495
27	Sarah Dodd	Tree Law	5,469
28	Donna Scully	Carpenters Group	5,432
29	Xiao Pan	Halborns Limited	5,264
30	Sian Lias	Phillips Law	5,166
31	Jade Gani TEP	Circe Law Ltd	5,056
32	John Andrews	Ronald Fletcher Baker	4,968
33	Alisha Butler	Phoenix Legal Solicitors	4,952
34=	Ruth Jago	Levi Solicitors	4,902
34=	Paul Britton	Britton and Time Solicitors	4,877
35	Charlie Davidson	Bishop & Sewell	4,743
36	Liz Smith	Carbon Law Partners	4,722
37	Joe Hyland	PJH Law	4,418
38	Simone Ritchie	Arch Law	4,300
39	Kush Birdi	Birdi & Co	4,300
40	Ian McCann	Legal Studio	4,105
41	Mary Bonsor	Flex Legal	3,861
42	Amy Woodfine	Tyr	3,852
43	Marc Etherington	Rayden Solicitors	3,620
44	Rena Christou	Halborns Limited	3,572
45	Arun Chauhan - FICA, Prof.PgDip (FCC)	Tenet Compliance & Litigation	3,357
46	Matthew Letts	Isadore Goldman	3,343
47	Kerry England	The Family Law Co.	3,181
48	Mariam Khan	Bright Legal	3,090
49	Dereen Kakabra	Warner Goodman	2,824
50	Natalie Sutherland	The International Family Law Group	2,754

TOP 51 - 80 INDIES

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
51	Anastasia Ttofis	iLA	2,689
52	Christopher Clayton	Longden, Walker & Renney Solicitors	2,546
53	Stacey Bryant	Apricity Law	2,469
54	Adam Horner	Parkers Solicitors	2,451
55	Marc Lansdell	Evolve Law	2,348
56	Charlotte Leyshon	Lux Family Law	2,348
57	Phil Lee	Digiphile Services Limited	2,284
58	Connor Bryan	Carter Bond	2,266
59	Sarah Whitmore	Warner Goodman	2,265
60	Clare Chappell	Carbon Law Partners	2,238
61	Buket Erdogan	Ashton Ross Law	2,118
62	Sara Roden	Greenwoods	2,081
63	Rachael Abbott	Redkite Solicitors	2,045
64	Zoe Rose	Knights	2,011
65	Jenna Louise Atkinson	Harrison Drury Solicitors	1,994
66	Puja Modha	Aria Grace Law	1,981
67	Matt Coleman	Actons	1,944
68	Scott Walker	Richard Nelson LLP	1,943
69	Joanne Campbell	Thrings	1,936
70	Alice Kinder	Bexley Beaumont	1,858
71	Gregory Hunt	Hunt ADR Limited	1,857
72	Catherine Prosser	Berwins	1,838
73	Mandy Aulak	Talem Law	1,809
74	Natalie Clarke	Carbon Law Partners	1,724
75=	Asit Jansari	Nelsons	1,652
75=	Ryan Rahim	Ronald Fletcher Baker	1,696
76	Helen Lyne	Swinburne Maddison LLP	1,542
77	Richard Port	MFG Solicitors	1,537
78	Lloydette Bai-Marrow	Parametric Global Consulting	1,466
79	Leena Birdi	Birdi & Co Solicitors	1,448
80	Ruth Hawkins	Boardman, Hawkins & Osborne LLP	1,430

TOP 81 - 100 INDIES

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
81	Steve Cornforth	Cook Legal Ltd	1,419
82	Electra Japonas	Law Insider	1,331
83	Katie Watts	Raworths LLP	1,330
84	Graham Wood	HiveRisk	1,261
85	Akbar Ali	Ali Legal Ltd	1,204
86	Brian Inkster	Inksters	1,198
87	Verona Cocks	Paddle & Cocks	1,151
88	Leanne Crellin	Bridge McFarland LLP	1,143
89	Nicola Jones	She Breaks the Law	1,139
90	Rose Davis	Davis & Co Property Lawyers Ltd	1,045
91	Ryan Crellin	Bridge McFarland LLP	1,033
92	Alicia Hilton	Holmes & Hills	1,025
93	Sarah Khan-Bashir	SKB Law	996
94	Paul Berwin	Berwins	987
95	Simon Ricketts	Town Legal	961
96	Tony Kileen	Talbots Law	860
97	Sanjay Solanki	Woolley & Co	839
98	Nicola A Lowe	Harold G Walker Solicitors	731
99	Iqra Ali	Legal Diversity	710
100	Emma Evans	Bexley Beaumont	701

FIRMS WITH MORE THAN ONE INDIE RANKED IN THE TOP 50

FIRM	NO. OF INDIES
Carbon Law Partners	3
Warner Goodman	2
Thrive Law	2
PJH Law	2
Halborns Limited	2
Bridge McFarland LLP	2
Bexley Beaumont	2
Berwins	2

Q&A: NIC ELLIOTT

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

I joined LinkedIn way back in 2008, but it's really been in the last couple of years that I've been posting consistently. Our CEO often says to me, "It's amazing how you've become an overnight success on LinkedIn after 15 years!". I've always had a strong business development focus, and building a "personal brand" on LinkedIn felt like a natural follow-on. The ability to reach a national (even global) audience via the platform just seems like a no-brainer to me for the purposes of winning work for Actons, but I've also made some great connections, even friends!

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

I come to LinkedIn very much with encouraging engagement and discussion in mind. I'm keen to learn from my audience, and hearing what my client base considers important is key to me being a good advisor. I'm happy to share my own views, but I'll nearly always pose questions in my posts in the hope that people will share their opinions, and we can all learn from it. I suspect that's why my comment count is often so high.

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

I probably have too many ideas! A good friend of mine (who is very successful on LinkedIn) gave some excellent advice a while back to someone looking for inspiration for posts – she said, "You're alive aren't you? Post about what you're up to". I do think people who are actively doing interesting things "in real life" have the best content to share!

I've definitely moved to a place where I'm very often thinking "that would be a good idea for LinkedIn", or "I'll snap a picture of that because it might be

useful for LinkedIn". The notes section of my iPhone is full of potential ideas and I have a LinkedIn photo album in my photos! My wife is probably a bit fed up of that!

I try and post a combination of content that is informative for my audience (predominantly HR professionals and employers), and posts that are amusing, ideally a combination of both. That seems to hit the spot a lot of the time.

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

Yes! In recent months I've had a 43-million-euro-turnover client win, an opportunity to be quoted in the Sunday Times, and we were told the fact that we're regularly sharing what we're up to as a firm on LinkedIn contributed to our recent Lawnet Law Firm of the Year win. All from posting regularly and building a profile on the platform. Thinking about it, we also have a new junior lawyer joining the team next month, who is moving because she wants to build her profile and felt she can do that with us. I guess that's a good sign!

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

Very supportive. I have the benefit of pretty much being able to post whatever I like! We've actively encouraged our people to post on LinkedIn and given



them permission to go for it! There's still lots to do, but we see it as a differentiator for our lawyers, given that so few people actually post on the platform (especially lawyers). We're seeing positive results from this already in terms of opportunities for the firm.

What would you say to firms that are hesitant about getting going on LinkedIn?

I think for lawyers there's a tendency to overthink things, to focus on the risks, and generally just to be a bit too earnest. My experience is that being yourself, sharing posts with value to your target audience, and being what I describe as "appropriately vulnerable" will set you apart.

I also think trusting your people to post appropriately and not burdening them with do's and don't's in a social media policy helps too. For any individual thinking about starting out posting more, or getting started, I'd strongly encourage it. I think the way the world is rapidly becoming ever more "digital", you're at risk of becoming irrelevant if you don't!

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

Yes, a group of us at Actons meet weekly to support each other with post ideas, celebrate successes, and discuss challenges. We've had lots of feedback from contacts and clients that we're WAY more visible as a result!

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

I'm keen to give a few of the crew at Actons a shout-out on the basis that they're definitely ones to watch this year. Chris Murratt, Matt Coleman, Bindiya Patel and Heather Parker are all committed to posting great content and being consistently present on LinkedIn in 2026!

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

I generally try and follow "non-legal" people on LinkedIn on the basis that most of us lawyers are still playing catch-up on how to do LinkedIn well (with obvious exceptions like William Peake, Jon Gregson, etc). I'd suggest following Claire Cathcart, Founder of ELEVATE Hub (50,000 followers!) and Dr Jo Burrell, both very active on the platform and sharing some great content relevant to the world of work.

Nic Elliot
Head of Employment Team and HR Director
Actons

The logo for Actons Solicitors, featuring the word "actons" in a lowercase, sans-serif font with three small squares above the 'o's, and the word "solicitors" in a smaller, lowercase, sans-serif font below it.

TURN YOUR LINKEDIN PRESENCE FROM VISIBLE TO UNMISSABLE

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.

What you'll walk away with:



A **standout profile** that reflects who you are and what you bring



A repeatable, low-stress **posting system** that fits into your week



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



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

Join the LinkedInfluencer course today at

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



SCAN ME

AN INTRODUCTION TO THE BARRISTERS

As Andrew Hogan and Tunde Okewale vie for top place in our barristers charts, what lessons can we learn from their distinct and distinctive approaches?

Andrew has recently traded chambers and now resides at Hailsham. He's also evolved his content strategy to take in a broader range of topics than purely his beloved wolf pack.

Tunde has, meanwhile, continued to shine with thought-provoking content that ranges from introspective, discussing his personal growth, to outward-looking, challenging problematic elements of the status quo.

The common ground is, of course, that neither Tunde nor Andrew trades exclusively on their technical proficiency, nor on their track record. They leave that work to be done by clerks and their respective biographies and LinkedIn profiles.

Instead, they seek to connect with their audiences, and even to suggest new ways of being and working that are beyond the norm. 'Trust me', says Andrew's content, 'I'm the kind of guy you could go on a dog walk with'. Honestly, he could monetise that and the waiting list to join him in his much-loved Mercia would be as long as his arm.

Likewise, you just know that an hour with Tunde would see you cover topics big and small, ranging from the deeply personal to the societal. What more could you want from a lunch date? Or from someone to represent you?

Further down the list, we're struck by quite how much of the content that is published by this stellar line-up is layered (solicitors, see how Jon Gregson does this). A recurring feature of Rebecca Murray's posts is precision disguised as lightness.

Mahnaz Malik (who may not grace the top ten this time) writes with a balance of commercial nous and great intellect, but primarily with a voice of mystical realism. We humans love story-telling, and these individuals tell us stories in a way that's memorable and leaves us with a feeling about who they are and what they stand for.

Is it worth 30 minutes of your working week to establish yourself as the first name that arises in people's minds when it comes to planning law, the DIFC, the Court of Protection, or criminal defence? These experts have spoken, and the answer is a firm yes.



Simon Marshall
Founder of TBD Marketing



TOP 5 BARRISTER PROFILES

01

ANDREW HOGAN

Andrew Hogan's Q4 performance is driven by relatability and underpinned by authority.

His most successful posts begin in ordinary places. Dogs. Family. Travel. Small domestic details that feel familiar before the reader realises they are being invited into something more reflective. Loss, movement, and professional change are handled without drama, but with precision. He does not explain why these moments matter. He trusts the reader to recognise it.

This quarter, his writing often followed a subtle pattern. An image that draws people in. A tone that feels human and unguarded. Then a gradual layering of detail about where he lives, where he works, and what kind of life the law sits inside. It is subtle, but deliberate. The posts reward attention.

Another defining feature of Andrew's content is pace. He slows the reader down. Short paragraphs, clean breaks, and space between thoughts create a rhythm that works against LinkedIn's usual incentives. People stop scrolling because the images and writing compel them to.

His success shows that when a barrister writes like a person first, the readership follows. Not because the content sits in "influencer" territory, but rather because it is human, recognisable and often poignant.



TOP 5 BARRISTER PROFILES

02

DR TUNDE OKEWALE OBE

Tunde Okewale's content this quarter succeeds by holding two ideas in balance.

On one side is introspection made public. Posts that examine ambition, envy, ageing, resilience, and inner discipline read like private reflections shared carefully. They do not offer instruction, but rather model self-awareness.

On the other is personal growth framed as social responsibility. Inner work is never presented as an end in itself. Discipline, patience, and character are positioned as preparation for service, leadership, and example. The question beneath many of his posts is not just 'who am I becoming', but 'who does that allow me to be for others'?

This alternation is central to his performance. Readers are given space to reflect, then gently reminded that growth brings opportunity. He models who to be as much as what to stand for.

Structurally, his strongest posts read almost like short essays. Repetition, progression, and carefully placed lines give them weight and reread value. They stay with people.

Tunde's quarter demonstrates that LinkedIn rewards voices that combine inner seriousness with outward purpose, when both are sustained consistently. His profile and his most recent posts are well worth a visit.



TOP 5 BARRISTER PROFILES

03

LAURA BROWN

Laura Brown's content prioritises accessibility.

She does not write as a lawyer, and she does not try to. Instead, her posts are designed to invite participation from a broad legal audience. Light prompts, everyday observations, and familiar questions lower the barrier to engagement and make interaction feel easy. Do not underestimate how hard that is to do.

Her content does not lean on formality, status, or regulation. It humanises the space around chambers and legal practice, keeping her front of mind across multiple professional relationships without narrowing her appeal.

Her strongest posts are those that create small moments of recognition. Settle-an-argument questions. Shared habits. Everyday preferences. They are not about authority but about familiarity.

Performance-wise, Laura's quarter shows how effective presence can be when it is consistent and approachable. In a sector where many supporting professionals remain invisible, her content quietly ensures she is remembered.



TOP 5 BARRISTER PROFILES

04

SIMON ANDERSON

Simon Anderson's LinkedIn presence works because deep expertise sits quietly behind the writing.

As a leading barrister in occupational disease, employer's liability, and occupational stress claims, his professional life is shaped by serious harm, responsibility, and consequence. That experience informs his posts even when it is not explicitly referenced.

This is why his narrative and reflective content carries weight. When Simon writes about bullying, stress, loss, or fairness at work, it is not an abstract concern. It is grounded in cases involving fatal injuries and psychological harm. Readers sense that seriousness, even when the tone remains understated.

His posts move fluidly between moral history, workplace reality, and sharply observed humour. Yorkshire identity, local detail, and everyday absurdity sit alongside reflections on justice and decency. The contrast keeps the feed human, while the authority remains intact.

His performance this quarter suggests that Simon's appeal lies in perspective. Wins and losses are treated with the same calm realism. The work is serious, but never theatrical. How very Yorkshire.

His content shows that when expertise is worn lightly, it resonates widely.



TOP 5 BARRISTER PROFILES

05

TAHIR KHAN

Tahir Khan's content is defined by clarity of identity.

His posts are explicitly and consistently rooted in Islamic faith. Qur'anic references, prophetic tradition, gratitude, reliance, mortality, and hope appear repeatedly, both in language and imagery. Faith is not implied or softened, but a central feature.

This consistency is part of the appeal. Tahir is not reacting to the news cycle or varying his themes to maintain novelty. His content follows a rhythm. The posts function as reminders rather than arguments, offering reassurance, perspective, and spiritual grounding.

A notable thread this quarter is testimony. He writes about illness, fear, recovery, and uncertainty through the lens of belief, where hardship is framed as a test of orientation rather than a detour. The tone remains hopeful without denying difficulty.

In performance terms, his Q4 reinforces a broader pattern. When identity is expressed clearly and without apology, it attracts a committed audience. Tahir's content resonates because it knows exactly what it is for.



TOP 20 BARRISTERS



NO. 1 – **ANDREW HOGAN**
HAILSHAM CHAMBERS
TOTAL POWER SCORE: **34,563**



NO. 6 – **NICK DE MARCO KC**
BLACKSTONE CHAMBERS
TOTAL POWER SCORE: **9,146**



NO. 2 – **DR. TUNDE OKEWALE OBE**
DOUGHTY STREET CHAMBERS
TOTAL POWER SCORE: **25,745**



NO. 7 – **REBECCA MURRAY DEVEREUX**
TOTAL POWER SCORE: **7,174**



NO. 3 – **LAURA BROWN**
CARNEGIE LAW CHAMBERS
TOTAL POWER SCORE: **22,273**



NO. 8 – **ADAM WAGNER KC**
DOUGHTY STREET CHAMBERS
TOTAL POWER SCORE: **6,820**



NO. 4 – **SIMON ANDERSON**
PARK SQUARE BARRISTERS
TOTAL POWER SCORE: **14,397**



NO. 9 – **ROBIN MOIRA WHITE**
OLD SQUARE CHAMBERS
TOTAL POWER SCORE: **6,181**



NO. 5 – **TAHIR KHAN**
THE BARRISTER GROUP
TOTAL POWER SCORE: **11,190**



NO. 10 – **IMOGEN ROBINS**
3PB BARRISTERS
TOTAL POWER SCORE: **5,267**



NO. 11 – **CHRISTINA WARNER**
33 BEDFORD ROW
TOTAL POWER SCORE: **5,182**



NO. 16 – **ANNA YARDE**
HARCOURT CHAMBERS
TOTAL POWER SCORE: **4,232**



NO. 12 – **KATIE STEPHENS**
ST PHILIPS CHAMBERS
TOTAL POWER SCORE: **4,873**



NO. 17 – **CAOILFHIONN GALLAGHER KC**
DOUGHTY STREET CHAMBERS
TOTAL POWER SCORE: **4,175**



NO. 13 – **OLIVER LEWIS**
DOUGHTY STREET CHAMBERS
TOTAL POWER SCORE: **4,740**



NO. 18= – **RAVI ASWANI**
36 STONE
TOTAL POWER SCORE: **4,022**



NO. 14 – **NAOMI CUNNINGHAM**
OUTER TEMPLE CHAMBERS
TOTAL POWER SCORE: **4,604**



NO. 18= – **DR SALLY PENNI**
KENWORTHY'S CHAMBERS
TOTAL POWER SCORE: **4,022**



NO. 15 – **STEPHEN AKINSANYA**
15 NBS
TOTAL POWER SCORE: **4,275**



NO. 20 – **JIM STURMAN KC**
2 BEDFORD ROW
TOTAL POWER SCORE: **3,513**

TOP 21 - 50 BARRISTERS

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
21	Robin Somerville	The Chambers of Robin Somerville	3,389
22	Oluwapelumi Amanda Adeola	Trinity Chambers, Barristers	3,337
23	Mark Phillips KC	South Square	3,076
24	Mark Robinson	Garden Court Chambers	3,039
25	Killian Garvey	Kings Chambers	2,993
26	Ben Keith	5 St Andrew's Hill	2,848
27	Leon Fernando Del Canto Gonz/°lez	Del Canto Chambers	2,839
28	Adam Pipe	No 8 Chambers	2,759
29	Daniel Barnett	Outer Temple Chambers	2,419
30	Zack Simons	Landmark Chambers	2,418
31	Baldip Singh MCI Arb CJ	No5 Barristers' Chambers	2,271
32	Oscar Davies	Garden Court Chambers	2,249
33	David Boyle	Deans Court Chambers	2,188
34	Maleeka Bolari	Red Lion Chambers	2,039
35	Maria Mulla	Maitland Chambers	1,944
36	Keir Monteith	Garden Court Chambers	1,943
37	Nani Jansen Reventlow	Doughty Street Chambers	1,890
38	Mahnaz Malik	Twenty Essex	1,805
39	Oliver Radley-Gardner KC	Falcon Chambers	1,804
40	Alan Bogg	Old Square Chambers	1,776
41	Dapo Akande	Essex Court Chambers	1,767
42	Afiya Amesu	No5 Barristers' Chambers	1,759
43	Mian Sheraz Javaid (MSJ)	No5 Barristers' Chambers	1,730
44	Matthew Lee (Doughty Street)	Doughty Street Chambers	1,641
45	Alice Nash	Hailsham Chambers	1,586
46	Markus Gehring	Landmark Chambers	1,539
47	Jason Braier	42 Bedford Row	1,534
48	Stephen Ward	The Barrister Group	1,486
49	Gerard Clarke	4-5 Gray's Inn Square	1,479
50	Pankaj Madan	12 King's Bench Walk	1,439

TOP CHAMBERS WITH MORE THAN ONE BARRISTER RANKED

CHAMBERS	RANKED INDIVIDUALS
Doughty Street Chambers	6
No5 Barristers' Chambers	3
Garden Court Chambers	3
The Barrister Group	2
Outer Temple Chambers	2
Old Square Chambers	2
Landmark Chambers	2
Hailsham Chambers	2

AN INTRODUCTION TO THE GCs

We are lucky to have these leading GCs and in-house counsel to act as our spirit guides in our use of LinkedIn.

In part, this is because what unites them is not visibility, certainty, or scale: it is judgement.

Unlike many of their private practice counterparts, none of them use LinkedIn to announce expertise, broadcast success, or narrate progress as a series of milestones. Instead, they write about work as it is experienced: decisions made under constraint, standards maintained quietly, people noticed and credited, and boundaries respected without drama.

A common thread is restraint. These leaders do not rush to close down ideas or package insight as advice. Observations are shared clearly and then left open, which means that readers are trusted to recognise what applies to them, like a workplace pick n

mix. You see that respect for the reader in the way their posts are written – and in how people respond. Engagement follows not because the content is provocative, but because it feels credible.

Another shared feature is consistency of intent. Each GC returns to a refined set of themes and works them from different angles: professional responsibility and how work is done, not just what gets decided. And so the cumulative effect is clarity. Over time, audiences come to understand what these voices are for, and what they are not.

For other General Counsel, the lesson is not to post more, or to post louder. It is to write closer to reality. Focus on the decisions that actually shape outcomes. Name trade-offs honestly. Model the behaviours you want to see, rather than arguing for them. Authority, in this context, is demonstrated through repetition and example, not assertion.

There is also a clear signal here for private practice lawyers. Clients are paying attention to how in-house leaders think, not just what they know. These posts reveal what General Counsel value: practicality over polish, clarity over confidence, and behaviour over rhetoric. Lawyers who want to stay relevant would do well to mirror that approach in their own communication.

Taken together, these five individuals show that LinkedIn rewards leadership that is calm, specific, and grounded.

A white, handwritten signature of Simon Marshall on a dark teal background.

Simon Marshall
Founder of TBD Marketing



TOP 10 GCs



NO. 1 – **ALANA TART**
THE LEGAL DIRECTOR
TOTAL POWER SCORE: **22,565**



NO. 2 – **SAMUEL MCGINTY**
UNIVERSITY OF NOTTINGHAM
TOTAL POWER SCORE: **7,591**



NO. 3 – **SARAH McCOLL**
BBC
TOTAL POWER SCORE: **6,526**



NO. 4 – **KIMBERLEY WHITAKER**
CORTI
TOTAL POWER SCORE: **5,639**



NO. 5= – **SARAH PRIMROSE**
GRAHAM GROUP
TOTAL POWER SCORE: **5,272**



NO. 5= – **ALLIA KHAN**
POLOWORKS
TOTAL POWER SCORE: **4,524**



NO. 6= – **ALEXA CULVER**
RSK WILDING
TOTAL POWER SCORE: **4,228**



NO. 7 – **FUNKE ABIMBOLA MBE**
THE LEGAL DIRECTOR
TOTAL POWER SCORE: **3,829**



NO. 8 – **FRASER SIMPSON**
WELLCOME TRUST
TOTAL POWER SCORE: **3,528**



NO. 9 – **EUNIKA KUREK**
UNLIEVER ANZ
TOTAL POWER SCORE: **3,119**



NO. 10 – **LESLEY WAN**
ALL AFRICA CAPITAL LIMITED
TOTAL POWER SCORE: **2,997**

TOP 11 - 30 GCs

Q4 2025 RANKING	NAME	FIRM	TOTAL POWER SCORE
11	Sarah Harriott	West Northamptonshire Council	2,958
12	Chika Adams	Prophius	2,893
13	Sara Carnegie	IBA	2,413
14	Natalie Salunke	Likezero	2,406
15	Tom Hambrett	Revolut	1,850
16	Daniel Heymann	Vodafone	1,805
17	Warren Clark	Sweet Bee Organics	1,752
18	Fiona Phillips	UBS	1,592
19	Harry Borovick	Luminance	1,470
20	Benedict Nwaeke	Soho House & Co	1,395
21	Katie Reed	Tottenham Hotspur Football Club	1,306
22	Dan Guildford	Financial Times	1,156
23	Andrew Magowan	The Legal Director	1,139
24	Adam Baldwin	Modulr	1,045
25	Ingrid Cope	The Coca-Cola Company	1,028
26	Justin Leger	Eden Sustainable Ltd	990
27	Abiola Aderibigbe	The Security Institute	893
28	Dina White	Zodia Markets	843
29	Vicky Harris	Norstella	821
30	Zahra Afshar	Ahmad Tea	814

TOP 5 GC PROFILES

01

ALANA TART

Alana Tart's content performs because it makes professional development feel concrete rather than aspirational.

Her posts focus on career movement, decision-making, and personal calibration, often framed through small, specific choices rather than headline moments. She writes about stalled careers, misread signals, and the quiet accumulation of habits, using examples drawn from her own working life rather than abstract theory.

A recurring theme is intentional constraint. Posts about focusing on "the small", re-learning how to read information properly, or reassessing assumptions about progression all resist the usual LinkedIn language of acceleration. Instead of urging people to do more, she repeatedly explores what happens when you do less, more deliberately.

What Alana does differently is stop short. Her posts rarely conclude with advice or instruction. Observations are presented clearly, then left open. Readers are trusted to recognise themselves in the situation rather than being told what to think.

Her content works because it reflects how careers are actually navigated, rather than adopting the usual narrative.



TOP 5 GC PROFILES

02

SAMUEL MCGINTY

Samuel McGinty's content works because it treats work as something to be executed well rather than talked about expansively.

His posts consistently return to process, standards, and attention to detail. He writes about how things are done, where they slip, and what tends to be overlooked when people move too quickly. The emphasis is not on role or title, but on execution.

Recently, Samuel has moved roles, but the shift has not disrupted his voice or focus. If anything, the continuity is the point. The same attention to clarity, professionalism, and doing things properly runs through his posts, regardless of setting.

A defining feature of his writing is restraint. There is no attempt to motivate or provoke. Points are made cleanly, often through everyday examples, and left to stand. Standards are treated as practical obligations rather than ideals.

His content demonstrates that credibility comes from consistency. When someone keeps writing about how work is actually done, the audience follows.



TOP 5 GC PROFILES

03

SARAH McCOLL

Sarah McColl's content is a study in quiet leadership.

Her posts are not framed as calls to action or leadership statements, but they consistently ask for the right things to change: better ways of working, more considered decisions, and greater care in how people are treated. The clarity is there, but it is delivered without noise.

A defining feature of Sarah's writing is how she leads by example. She does not argue abstractly for improvement, but demonstrates it instead. Through how she credits others, how she approaches teamwork, and how she reflects on professional responsibility, she shows what good leadership looks like in practice rather than naming it. This is where the "velvet steamroller" quality appears. Requests are made calmly, but without ambiguity. Expectations are set quietly, but firmly. The posts do not demand anything, yet they leave little room for misunderstanding: she'd like our industry to change.

Her leadership is also collective. Progress is framed as something built with others, not delivered from above. Mentors, peers, and teams appear naturally, reinforcing that leadership is relational rather than positional.

Sarah's content works because it reflects a form of authority many people recognise but rarely articulate: leadership that is steady, principled, and enacted through behaviour rather than declaration. That is why it resonates, and why it endures.



TOP 5 GC PROFILES

04 KIMBERLEY WHITAKER

Kimberley Whitaker’s writing has a steady, grounded quality. Even when she draws on something personal – grief, a knock to confidence, learning to trust her instincts – the posts stay practical. She uses personal experience to explain what happened, what it changed, and what she’d do differently next time, in a way that readers can apply to their own working lives.

A lot of Kimberley’s posts come back to the same underlying idea: professionalism is a set of choices. You see that in how she talks about boundaries, about not letting familiarity on LinkedIn turn into entitlement, and about being clear in your language because ambiguity has consequences. The story about blocking someone lands for exactly that reason. Nothing “dramatic” happened; yet the behaviour still felt wrong, and so she acted. The point isn’t to generate outrage, but to make it clear that it’s perfectly legitimate to protect your space.

Kimberley can also shift register without losing coherence. A light post about AI mangling a festive prompt still comes back to the importance of precision, while a post about clothes and colour turns into a thoughtful piece about confidence, visibility and being taken seriously without disappearing into a uniform.

She doesn’t post prolifically, so when she does write, there’s usually a reason – to name a boundary, to share something that might help someone else, or to put into words a lesson she’s already had to learn the hard way.



TOP 5 GC PROFILES

05

ALLIA KHAN

Allia Khan writes like someone trying to understand something properly, with no great interest in point-scoring.

Much of her content sits in the space between law, leadership and lived experience. She'll write about ambition, faith, menopause, identity and building a business, while keeping the focus wider than herself. Personal details are used to explain her perspective, and then she returns to bigger questions about leadership, community, and the trade-offs that sit behind any version of "success". Allia has a good sense of balance. Posts about rankings or TV appearances are clearly celebratory, but they stay connected to the values she wants to signal in public, including kindness and consistency, and to a kind of visibility that makes room for other people as well. When she writes about inclusion, you see it in the way she describes spaces, who gets welcomed into them, and what she thinks good leadership requires.

A defining feature of Allia's writing is her refusal to force closure. Posts often end with an invitation to reflect rather than a neat conclusion, and even when she offers advice it's framed as something learned along the way. The tone assumes the reader can handle nuance, and it gives her writing a quiet authority. Warmth and humour run through it too. Allia will mention pink cars, solo tables, overheard conversations on trains, or macarons with her face on them, and the lighter moments do the same work as the serious ones: they keep the feed human, and they help her points land without strain. The result is a voice that feels considered, values-led, and consistently her own.



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

- Download the [LinkedInfluencers 2025 Q4 Report](#)
- Follow [Simon P Marshall](#), [Jacob Nomafo](#) and [TBD Marketing Ltd](#) on LinkedIn
- Join a BD club (we recommend [The Nudge](#))
- Sign up to TBD Marketing's [LinkedInfluencer course](#)

GET IN TOUCH TODAY

 tbdmarketing.co.uk

 the.team@2bd.me

 020 3633 0899

TBD
