

Mary Cloonan



Strategic marketing adviser to professional services firms. Offices in Dublin and London, working across Ireland, the UK and internationally.

Mary Cloonan is founder of Marketing Clever, with offices in Dublin and London. She advises professional services firms at Managing Partner level on client retention, revenue growth and commercial marketing strategy, and has partnered with eight of Ireland's top twenty accountancy firms. She speaks at partner events and international conferences across Ireland, the UK, the US and continental Europe. Regular platforms include Chartered Accountants Ireland, the Law Society of Ireland, PM Forum, MBL Seminars, and HLB International globally.

SIGNATURE TOPICS

LinkedIn for Senior Advisers: From Profile to Pipeline

How partners and senior fee earners can use LinkedIn as a credible commercial tool, without becoming content creators.

Where AI Earns Its Keep in Professional Services

Practical, commercial AI for partners. What to prioritise, what to leave alone, and how to introduce it without disrupting delivery.

Aligning Marketing with Corporate Goals

Connecting firm strategy to marketing execution using the Clients, Markets, People framework.

Deal Storytelling and Adviser Visibility

Turning transactions, mandates and client work into credible content. Built for M&A, corporate finance and transactional law.

Seven Strategic AI Questions Every Managing Partner Should Be Asking

A keynote built around the seven questions partners need to answer before they invest in AI.

Working with Partners on Visibility

A practical session for in-house marketing and BD teams. Influencing fee earners and producing content they will share.

FORMATS

Keynotes | Half-day workshops | Partner sessions | Panel contributions | Internal training for marketing and BD teams

PLUS One-to-one partner coaching on BD and visibility

AUDIENCES SERVED

Accountancy

Legal

M&A and Corporate Finance

Wealth Management

Management Consulting

Global Networks

SELECTED RECENT ENGAGEMENTS

October 2025	Beever and Struthers, Manchester. Panel: AI and Innovation: Driving Future Growth.
October 2025	HLB International Global Summit, Dubrovnik. Using the Survey of Business Leaders for Practice Development.
November 2025	PM Forum. Aligning Marketing with Corporate Goals: Clients, Markets, People.
July 2025	MBL Seminars UK. Marketing That Wins Work.
May 2025	Law Society of Ireland. Professional Brand and Practical Digital Marketing.
October 2024	HLB International Global Conference, Vancouver. Leveraging International Surveys within Firms Locally.

SELECTED TESTIMONIALS

"Mary's clear and practical presentations on the survey's application have highlighted its value as vital to global thought leadership. Her contributions have had a noticeable impact, enabling our member firms to better understand and use this tool in their growth initiatives."

Marco Donzelli, Global CEO, HLB International

"A clear and strategic thinker with an ability to bring people together across an organisation to deliver priority business objectives. Her deep expertise and pragmatic approach to business strategy is refreshing."

Olive Stephens, Communications Director, EY Ireland

"With a strategic commercial approach combined with a practical, creative and driven skill set, Mary has a unique understanding of the ambitious professional services firm."

John Glennon, Managing Partner, RSM

BOOKINGS

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MORE

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