MARKETING CLEVER



SPEAKER AND MODERATOR PACK

Mary Cloonan

Strategic marketing adviser to accountancy, law and advisory firms

Helping firms and their partners become known and trusted in the markets where they want to grow.

Mary Cloonan is a strategic marketing adviser and the founder of Marketing Clever, with offices in London and Dublin. She works at partner level with accountancy, law and advisory firms across the UK, Ireland and the US, and has worked with nine of Ireland's top twenty accountancy firms.

She speaks at international accounting, advisory and corporate finance conferences. These include HLB International's global conferences every year since 2023, where she most recently chaired a panel for managing partners from around the world, and the Oaklins global conference in Dublin, which brought the group's offices worldwide together. She also speaks for the Managing Partners' Forum in London and the Law Society of Ireland. She writes for Accountancy Ireland and Business Plus, and wrote Marketing in Practice and Growth in Practice, the marketing and growth guidance published by the Law Society of Ireland as part of Practice Essentials.

WORKING WITH NETWORKS AND MEMBER FIRMS

Conference sessions and plenaries

Talks built around your event theme, for partner audiences with little patience for theory.

Panels and fireside conversations

Panels shaped, briefed and chaired so they stay commercial. Most recently, HLB International in Nashville.

Half day workshops

Working sessions for partners and fee earners on visibility, business development and content.

Training for marketing and BD teams

Practical sessions for the people who support your partners. Most recently, brand managers from Oaklins offices worldwide, in Dublin.

Mentoring for marketing and BD leads

One to one support for the people running marketing inside member firms. A sounding board and a second pair of eyes.

Content programmes

Website, proposition and thought leadership writing in a voice partners recognise as their own.

Articles written ahead of time

Bylined pieces timed to a Budget, a change in regulation or a conference, ready to publish on the day.

Retained marketing leadership

Partner level marketing and BD input for member firms, from half a day a month to a day a week.

HOW A SESSION WORKS

A short call on your audience and theme. An agreed outline, with panellists briefed well ahead. A session built around how member firms actually win work, and a one page summary members can share afterwards. One fixed fee, agreed at the start.

MARKETING CLEVER

SIGNATURE TOPICS

Becoming Known and Trusted Where You Want to Grow
Visible expertise in the markets a firm wants to win.

Marketing That Wins Work
How clients choose an adviser, and how to be the one they choose.

Aligning Marketing with Corporate Goals
The People, Clients, Markets framework in practice.

Client Feedback as a Commercial Lever
Turning what clients say into retention and referrals.

LinkedIn for Senior Advisers
A commercial tool, without becoming a content creator.

Where AI Earns Its Keep
What to prioritise, and how firms get found by AI search.

SELECTED RECENT ENGAGEMENTS

Oct 2026	**HLB International Global Summit, Nashville.** Panel moderator, People and Client Experience.
Oct 2026	**Oaklins Global Conference, Dublin.** Brand managers' workshop, and a plenary talk to managing partners from across the group.
Sep 2026	**Managing Partners' Forum, London.** Growth, Retention and the Role of Marketing in the Age of PE and AI.
May 2026	**Law Society of Ireland.** Marketing lecture, Law as Business course.
Apr 2026	**Law Society of Ireland.** Panellist, Practice Essentials toolkit launch.
Oct 2025	**HLB International Global Summit, Dubrovnik.** Practice development with the HLB survey.
Oct 2025	**Menzies, Manchester.** Panel, AI and Innovation: Driving Future Growth.

HLB International conference sessions every year since 2023, in Japan, Prague, Vancouver, Dubrovnik and Nashville. Other platforms include Chartered Accountants Ireland, ACCA and STEP.

AUDIENCES

Accountancy, legal, M&A and corporate finance, wealth management, consulting, and global networks.

WRITES FOR

Accountancy Ireland and Business Plus. Wrote Marketing in Practice and Growth in Practice, the marketing and growth guidance published by the Law Society of Ireland as part of Practice Essentials.

WHAT CLIENTS SAY

"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 Ireland

ENQUIRIES
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