

Business Of Law

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PRIORITIES Key ongoing management issues for us include Brexit preparation, new technology adoption, cost control and prioritising investment. We have expanded our Dublin office from eight people when we opened in late 2014 to 50 people now. The Dublin office offers all of the firm's specialties, with key Dublin-based partners driving the development of the practice. Support, where necessary, is being provided in Cork or Galway.

We maintain a very strong focus on service, with strong commercial advice and support to our clients. We also strengthened our practice with several key appointments over the last year.

STAFFING There is unprecedented competition to attract and retain quality lawyers and professional staff. The firms that succeed will be those best able to differentiate their offering and transform their operations to ensure they are using people, processes and technology to deliver the best client experience.

We recognise and embrace the demands

Managing partners in Ireland's largest commercial law firms tell **Robert O'Brien** about their strategy, salary inflation, big deals and what sets them apart



for new working lifestyles from the younger generation of lawyers, from flexible working and work-life balance to employee values and wellness. Technology investment counterbalances increased labour cost, as it improves efficiencies in the legal process, thereby reducing the impact of salary inflation.

NOTABLE DEALS RDJ advised iNua Hospitality group, owner and asset manager

of seven hotels around Ireland, in relation to a €40m equity fundraising, significant debt financing and move to a single hotel group structure. We have been advising iNua, and its founder and CEO Noel Creedon, since it was established in 2012, so it was fantastic to see it achieve this

significant milestone.

We also advised Poppulo on its €30m fundraising with Susquehanna Growth Equity. Notable property sector deals included advising O'Callaghan Properties on the €90m office development and letting of Navigation Square in Cork.

USP We invest in understanding our client's business so we can provide meaningful insights and trusted advice that goes always beyond just legal advice. We understand the importance of not just being legal partners, but of being connectors and problem solvers. We are our client's first port of call when they need trusted advice on issues affecting their business.

'We understand the importance of being connectors'