

**TBD**

**DECEMBER 2023**



**THE TOP LEGAL  
Linked  FLUENCERS**

# FOREWORD BY **SIMON MARSHALL**

## CEO, TBD MARKETING

This quarterly report celebrates the leading voices in the UK's legal sector. Well, except for law firm leaders and barristers, as they have their own report.

From the people who we rank highly on here, you'll learn about different approaches to using the platform, and certainly their different posting styles.

The report focuses on the performance of the top ten individuals according to a few metrics which we think are key: average likes and comments, total likes and comments, post rank (i.e. how well does this post's performance compare to others on this list), and an overall ranking based on a weighted combination of those elements.

One thing we have covered in a lot of our recent training (now 1,500 lawyers and counting...) is that where these creators are

today should be seen as inspiration, but not necessarily where you'd start out. Can you emulate Joel Shen's Top Voice if you start out this week? Unlikely. But can you work towards achieving what he and these others have on LinkedIn? Definitely. They are, all of them, first and foremost, nice people.

Congratulations to all those who made the list - and keep up the great work.

I hope you find this report useful and that you'll consider using it to train your people how to get the most out of this unique platform.



# THE METHODOLOGY

The Legal LinkedInfluencers list is open to anyone who wants to submit their profile. Additionally, we believe that we have sourced the top creators from each of the top 100 UK law firms.

We exclude:

- Managing Partners
- Senior Partners
- CEOs
- Lawyers at non-UK firms
- Founders of law firms

Why? Because we already have a leaders list.

We rank creators by grabbing all their posts for the month and work out their total likes, total comments, total number of posts, average likes, average comments and average post ranking (amongst all the post that we compile). And we rank each and every one of those scores, then add the ranks together, give a bit more weighting to comments as that's what drives impressions and engagement, and we re-rank on that basis.

### So the sums are...

Rank for total likes + rank for average likes per post + 2\*rank for total comments + 2\*rank for average comments + rank for average post rank = overall score (ranked from 1-100).

# KEY FINDINGS

**30**  
INDIVIDUALS  
HAVE OVER  
1,000 LIKES EACH



**115,320**  
LIKES  
(2,306 PER CREATOR)



**3,716**  
POSTS  
IN TOTAL



**16,094**  
COMMENTS  
(321.88 PER CREATOR)



# TOP 10 BY OVERALL RANKING



NAME	OVERALL RANK
Oluwaseun Ayansola (Sage)	1
Sophie Pender	2
Joel Shen	3
Sahar Farooqi	4
Jen Shipley	5
Justin Farrance	6
Caleb Adebayo	7
Sophie Wardell	8
Jill Greenfield	9
Mark Stephens CBE	10

# AVERAGE LIKES PER POST



#	NAME	AVERAGE LIKES
1	Oluwaseun Ayansola (Sage)	2,596.0
2	Sophie Pender	1,149.3
3	Jason Feng	855.6
4	Justin Farrance	339.7
5	Jill Greenfield	324.3
6	Joel Shen	320.6
7	Saleha Jafrin	297.0
8	Kerry Westland	279.4
9	Caleb Adebayo	275.0
10	Jen Shipley	269.0

# AVERAGE COMMENTS PER POST



#	NAME	AVERAGE COMMENTS
1	Oluwaseun Ayansola (Sage)	292.5
2	Sophie Pender	50.1
3	Sophie Wardell	45.5
4	Amy Cousineau Massey	43.3
5	Daniel Callaghan	39.7
6	Heather Ramsay	36.5
7	Jill Greenfield	35.5
8	Jinal Shah	35.5
9	Joel Shen	34.3
10	Leah Greenwell	34.0

# AVERAGE POST RANK



#	NAME	AVERAGE POST RANK
1	Sophie Pender	90.3
2	Jason Feng	130.3
3	Justin Farrance	154.4
4	Oluwaseun Ayansola (Sage)	166.0
5	Jill Greenfield	211.3
6	Joel Shen	304.3
7	Leah Greenwell	320.0
8	Jen Shipley	338.7
9	Amy Cousineau Massey	379.1
10	Paul Jebely	410.3



# TOTAL LIKES



#	NAME	TOTAL LIKES
1	Jen Shipley	13,988
2	Joel Shen	11,540
3	Sahar Farooqi	11,314
4	Sophie Pender	8,045
5	Mark Stephens CBE	6,164
6	Jason Feng	5,989
7	Oluwaseun Ayansola (Sage)	5,192
8	Ilana Kattan	4,573
9	Justin Farrance	4,416
10	Akima Paul Lambert	3,664

# TOTAL COMMENTS



#	NAME	TOTAL COMMENTS
1	Mark Stephens CBE	2,712
2	Sahar Farooqi	2,140
3	Joel Shen	1,235
4	Jen Shipley	1,155
5	Rubina Ferreira	722
6	Steven Mather Solicitor	719
7	Oluwaseun Ayansola (Sage)	585
8	Ilana Kattan	569
9	Sophie Pender	351
10	Jon Baines	337

## BEST POSTS OF THE MONTH



#	AUTHOR	POST	TOTAL LIKES / COMMENTS
1	Oluwaseun Ayansola (Sage)	<a href="#">VIEW POST</a>	4,974 / 584
2	Jen Shipley	<a href="#">VIEW POST</a>	1,703 / 363
3	Joel Shen	<a href="#">VIEW POST</a>	2,301 / 110
4	Sophie Pender	<a href="#">VIEW POST</a>	2,007 / 133
5	Sophie Pender	<a href="#">VIEW POST</a>	1,733 / 36
6	Jason Feng	<a href="#">VIEW POST</a>	1,658 / 52
7	Sophie Pender	<a href="#">VIEW POST</a>	1,335 / 83
8	Jen Shipley	<a href="#">VIEW POST</a>	1,400 / 43
9	Jason Feng	<a href="#">VIEW POST</a>	1,379 / 29
10	Kerry Westland	<a href="#">VIEW POST</a>	1,082 / 100

# MOST POSTS IN THE TOP 50 BEST PERFORMING POSTS



#	AUTHOR	NUMBER OF POSTS IN TOP 50
1	Sophie Pender	5
2	Jason Feng	5
3	Jen Shipley	5
4	Sahar Farooqi	4
5	Joel Shen	4
6	Katy Love	2
7	Caleb Adebayo	2
8	Akima Paul Lambert	2
9	Mark Stephens CBE	2
10	Sophie Wardell	1

# LESSONS LEARNED FROM THE BEST PERFORMERS

The main lessons that I take away from reviewing the many many profiles that we've read, and the posts that we've seen are:

## REPRESENTATION MATTERS

Seeing people like yourself using a public forum to confidently market themselves, their services and their firm does wonders for those who have not traditionally been represented by the legal sector's preferences towards business development via sports and drinks functions. The world is changing and the leaders in our report are changing with it.

## GENERATION ALPHA IS COMING

Students are even more used to using it than Gen Y. We've excluded many of them from the survey as they aren't yet working at law firms. But future trainees are already outperforming established lawyers on a professional

social media platform. Some firms (including Irwin Mitchell) are using their leading creators to show trainees how to use the platform, perpetuating the success that they are having.

## EVERYONE FEELS THE FEAR WHEN THEY POST

It keeps us honest. But it shouldn't be an excuse not to use the platform. Technical expertise has its place - but it's a lot less prominent than people think it is in the buying process. There's much more reliance on chemistry and personal brand as clients assume that you have the technical expertise as you're a lawyer.

## THOSE WHO GIVE, GET

The more people offer in terms of help, advice and support, the more they get back in return. Business flows towards these creators. Try it, and you'll see.

# A Q&A WITH LARA QUIE

## HEAD OF BUSINESS DEVELOPMENT ASIA PACIFIC, TWENTY ESSEX

### WHEN DID YOU DECIDE TO START TO USE LINKEDIN TO SHARE POSTS AND WHY?

Like most people, I had originally used LinkedIn as a repository for my CV and only realised that it had become more than that in mid-2020. I was relaunching my career after an illness and was trying to expand my network. That's when I noticed that LinkedIn had lots to offer and that you could start a conversation by writing an engaging post.

### DID YOU HAVE ANY FEARS ABOUT BEING AUTHENTIC AND SHARING YOUR OPINIONS IN YOUR POSTS AT FIRST?

In the beginning, like all lawyers, I was cautious and tried a professional approach. Over time I noticed that the posts I enjoyed the most were ones with a more human element. Over time I began to develop my own style of writing. It has been a long process to find my true voice. Now I write in a very conversational way and I find that works well for my style of content.

### HAS CHAMBERS BEEN SUPPORTIVE OF WHAT YOU'RE DOING AND - ASSUMING IT HAS - WHAT LESSONS COULD OTHERS LEARN FROM THAT APPROACH?

Some members of Chambers are very supportive, but others don't understand it and say that my posts should only talk about work. They don't understand that when I try to post about work, those posts get such low engagement that they do not see them. They only see the super popular posts that are not

about Chambers. I have to tell them to go into my profile and actually look at the posts that I have created and then they can see that I post about Chambers quite a lot.

### WHAT ARE THE MOST SURPRISING RESULTS THAT YOU'VE PRODUCED AS A RESULT OF YOUR POSTING ON LINKEDIN?

LinkedIn has been really fantastic for me. I got my job at Twenty Essex because the recruiter was aware of my personal brand and network. I have been invited to speak at many events, I have appeared on podcasts, I have publicised my own podcast and attracted new listeners, I have made tons of friends and I have got many new coaching clients.

### DO YOU GET INVOLVED IN TRAINING OTHERS ON HOW TO USE THE PLATFORM?

I have really enjoyed learning about the algorithm and testing my hypotheses. I started giving LinkedIn training about a year ago when I realised how much I knew about it and



how lawyers should leverage it. I now offer individual and group training. I am also working on an online course, which I hope to launch by the end of the year. I honestly love what LinkedIn can do to supercharge your career and want to teach it to as many people as possible, especially lawyers who are too shy to get started.

#### **WHICH CREATORS WOULD OTHER LEGAL SECTOR PROFESSIONALS BE WISE TO FOLLOW?**

There are so many excellent content creators in the legal community. Ones I follow include: Robert Hanna, Mahnaz Malik, Charlotte Smith, Baiju Vasani, Sahar Farooqi, Sam Surrett, Joel Shen, Sarah Ouis, Yuankai Lin, Chris Tang, Angela Han, Colin Levy, Chad Aboud, Jay Harrington, Aramide Fields, Stefanie Yuen Thio and the late great Adrian Tan.

#### **HAS YOUR PERFORMANCE AND USAGE OF LINKEDIN HAD AN EFFECT ON THE NUMBER OF BARRISTER COLLEAGUES THAT YOU HAVE WHO NOW USE THE PLATFORM?**

I think the fact that I post regularly means that my barristers probably do go on the platform more often than they used to. Some like to lurk about but others are liking and commenting. I am certainly trying to encourage them to leverage the platform to build their personal brand and grow their network. It is a

fabulous showcase for wordsmiths like barristers. They should write more articles to demonstrate their thought leadership in their favourite areas of practice. The best thing about being on LinkedIn is being able to stay front of mind.

#### **WHY DO BARRISTERS TEND TO USE X (FORMERLY TWITTER) MORE THAN LINKEDIN?**

It's pithy and often factual. I think it appeals to their liking for precision and brevity. It also does not give much room for the personal side, which they probably prefer.

#### **HOW DOES BARRISTERS' SELF-EMPLOYED STATUS AFFECT THEIR USAGE OF LINKEDIN? AND THEIR BROADER MARKETING?**

Being self-employed means that barristers really should make better use of LinkedIn to market themselves. Not being an employee of a firm means they have more freedom than private practice lawyers although they should not bring their Chambers into disrepute. Barristers are very clever people and can really use it well once they get the hang of it. If they want to be the most requested individual in Chambers, they need to harness this very powerful free method of business development.

# A Q&A WITH MAHNAZ MALIK

## ARBITRATOR AND BARRISTER, TWENTY ESSEX

### WHEN DID YOU DECIDE TO START USING LINKEDIN TO SHARE POSTS AND WHY?

I began posting about a year ago. I would occasionally pen a post related to a speaking engagement, but I increasingly found myself wanting to capture the historical aspects of what I came across. I remember writing a post about visiting a village to find that the boundaries for the land records were drawn on a piece of cotton cloth, a practice dating from 1580. I was fascinated by this, but I was unsure about sharing it on LinkedIn. I decided to post it, and the response was encouraging. My connections appreciated the post. The fact that so many people from different backgrounds shared my enthusiasm about the post was heartening. It is the reason why I decided to continue posting on LinkedIn.

### DID YOU HAVE ANY FEARS ABOUT BEING AUTHENTIC AND SHARING YOUR OPINIONS IN YOUR POSTS AT FIRST?

I did, and I still do. First, as a barrister, I have to be mindful of the professional rules of conduct. Second, as an arbitrator, I have to be careful to ensure that I am acting appropriately and not risking any bias or prejudice on any issue that is or might come before me. Third, I have to be careful in maintaining the proper boundaries with professional colleagues, especially since I serve as an arbitrator. That said, over these last months, I hope I have found a space where I can express myself. I have always loved history, especially legal history. I also enjoy listening to stories from different places and cultures, so traveling enables me to learn these and share them. I have decided to use

LinkedIn to share stories or ideas that interest or excite me while keeping well within the confines of my role as an arbitrator. I will also speak about a speaking engagement or a publication.

### HOW CAN CHAMBERS BE SUPPORTIVE OF WHAT YOU'RE DOING, AND - ASSUMING IT HAS - WHAT LESSONS COULD OTHERS LEARN FROM THAT APPROACH?

I am quite fortunate to have Lara Quie in our Chambers team, and we have a dedicated marketing department that works hard to promote Chambers.

However, each member retains independence and is responsible for their own LinkedIn accounts should they use them. As a barrister and arbitrator, that independence and separation from other members' marketing is hugely important to me.

### WHAT ARE THE MOST SURPRISING RESULTS THAT YOU'VE PRODUCED AS A RESULT OF YOUR POSTING ON LINKEDIN?

I am still figuring out exactly why I post on LinkedIn. Over the





months, my followers have grown. I create each post with the same amount of enthusiasm, but each one has its own fate. I feel inspired to write something and then to post it on line, often at the oddest of times. A post I will love might not get many reactions, and another one will get a tremendous response. I am not disciplined, nor am I intentional with my postings. I post when I feel like it and frankly about what I want to write about. LinkedIn is not only about work for me; it's about sharing my common interests with a professional community. I was prompted to use it to engage with new generations who communicate increasingly digitally. Perhaps, if I became too technical or rigid with LinkedIn, I will lose interest because it won't be fun anymore. As I post more regularly, I find that certain contacts engage more with my posts. This is interesting as they often come from very diverse backgrounds. I also find people will often come across a post of mine when I meet them, so it's a good place to build a conversation.

### **DO YOU GET INVOLVED IN TRAINING OTHERS ON HOW TO USE THE PLATFORM?**

I acknowledge that I'm very much a novice, learning through trial and error and sometimes through the generosity of experts like you. I do wish that I had the benefit of training and advice; it would have saved me a lot of time.

### **HAS YOUR PERFORMANCE AND USAGE OF LINKEDIN INFLUENCED THE NUMBER OF BARRISTER COLLEAGUES THAT YOU HAVE WHO NOW USE THE PLATFORM? HAVE YOU INSPIRED OTHERS TO FOLLOW YOUR LEAD?**

I have found comfort in observing colleagues from my professional circle actively posting on LinkedIn. Perhaps it's because of my increased activity on the platform. The content shared by my colleagues varies widely, with some discussing speaking engagements and rankings, while others share personal journeys. There's room for diverse content, and it's particularly engaging when authors take the time to provide insights or reflections about their experiences or rankings.

### **WHY DO BARRISTERS TEND TO USE X (FORMERLY TWITTER) MORE THAN LINKEDIN?**

I, personally, do not engage in social media at all. Though I used to have a presence on Facebook in the past, I rarely posted on it. My use of LinkedIn stems from its professional networking capabilities and its relevance to my

speaking engagements and broader writing endeavours. People have differing thresholds for sharing their personal lives on social media. I am cognizant of my duty to judge without fear or favour, hence, it's important for me to ensure the appropriate boundary between my professional and private lives.

### **HOW DOES BARRISTERS' SELF-EMPLOYED STATUS AFFECT THEIR USAGE OF LINKEDIN? AND THEIR BROADER MARKETING?**

On a positive note, being self-employed means that barristers are not bound by Firm policies or cultures. They don't have to tout the values of a brand. They can literally be themselves. However, there's a downside in that there isn't a collective entity or pack to support them. In contrast, employees at law firms tend to respond to and promote their colleagues' posts because they share a common commercial purpose. Barristers, in chambers, lack that commercial interest in promoting one another. While many barristers do support their peers, it's more a matter of collegiality rather than a shared commercial objective. This means that barristers often find themselves standing alone on LinkedIn and other marketing platforms.

### **WHAT ADVICE WOULD YOU OFFER TO OTHERS ON LINKEDIN?**

Interacting digitally with a global audience on LinkedIn can be a fulfilling experience. While I wish I could provide numbers on marketing benefits, I lack that knowledge. My motivation for posting on LinkedIn is to create content that genuinely interests me and to connect with colleagues. I believe that it's important to encourage and support others, maintain a positive outlook, and, above all, be kind. In particular, it's important to be generous in celebrating others' achievements and allowing them to have their day in the sunshine. Life is short, and everyone has their own battles to fight. Having a big heart and patience, even with those who frequently share their awards or accolades, makes for a more pleasant LinkedIn environment. In a world that already has its share of pettiness and negativity, I would say let's not contribute to it. Posting on LinkedIn can be an act of bravery for some individuals, and I'm particularly grateful to those who take the time to comment on my posts. My network is composed of busy professionals, and when someone leaves a comment, I make sure to acknowledge their effort. To me, it's akin to attending a conference and staying around to answer questions or engage in discussions. If you're uncertain about LinkedIn or how to use it effectively, seek advice from friends or experts. Maintaining an active presence on LinkedIn can be time-consuming. On average, I post once a week, and I pay close attention to the post initially to ensure I respond to any comments.

# A Q&A WITH JON GREGSON

PARTNER, WEIGHTMANS

## WHAT MADE YOU DECIDE TO GET GOING ON THE PLATFORM?

I've been on LinkedIn for years. But have never really used it. It was just something you had. Then we had a session with you here at Weightmans, probably late October last year which properly introduced us to it as a platform, what it actually is and how we can use it. I then dabbled around a little bit with the odd post about what conference I was at etc. but it was really a post I did in December about Xmas films and some holiday pay work we were doing at the time which made me realise I could find a voice and an audience on here. I didn't need to just have those ideas in my head.

## DO YOU FEEL LIKE YOU'VE FOUND YOUR GROOVE ON LINKEDIN NOW?

I feel like I'm starting to. So I'm realistically 8/9 months into regularly using it. That's been a lot of experimenting, find my feet. What to post, when to post, thinking have I got the time, energy to regularly do this? Is anyone actually even reading it? But I'd I feel like its starting to find that grove of splitting the content between informed pieces around my employment law work, the tech and innovation role I have and then also some lighter stuff about being a partner and senior lawyer in the firm and actually we are just people too and its okay to laugh at yourself and not be that serious. I even took part in your micro-fiction challenge last month, that was putting myself out there and out the comfort zone.

## DO CLIENTS EVER SAY ANYTHING ABOUT YOUR POSTS TO YOU?

Yes, that's been the major confidence piece. Its current clients, ex-clients and also colleagues. Reaching out on LinkedIn, I've had some random emails and also just at the start of meetings or calls they'll say they loved this morning's post or it made them laugh as they've been in the same situation. That really helps as often it'll be people that may not have 'liked' the post itself and so it helps you realise the reach is there and its not just those who engage who are seeing it and enjoying what I'm doing.

## DID YOU HAVE ANY FEARS ABOUT BEING AUTHENTIC AND SHARING YOUR OPINIONS OR USING HUMOUR IN YOUR POSTS?

Oh absolutely. For me the whole piece was/is about confidence. Confidence to put yourself out there but also then that what you are saying will land in the right way. Will people find it relevant? Interesting? Funny? Am I going to go too far and might perhaps offend someone? Then I stopped and just thought, what's the worst that can happen? I still think there is



further to go for me though – probably in reaching out and commenting on others content. That’s the next step, but doing so without looking like the weirdo in the corner making irreverent comments on random posts....

### **HAS THE FIRM BEEN SUPPORTIVE OF WHAT YOU’RE DOING AND - ASSUMING IT HAS - WHAT LESSONS COULD OTHER LAW FIRMS LEARN FROM YOUR APPROACH?**

Absolutely. I don’t think I’ve needed to be given permission to do what I do, but no one has told me to stop yet! One of my posts used this week in our onboarding session for new trainees and I’ve seen another is used as part of our LinkedIn training guide etc. So I take that as a compliment I’m doing something right. Ultimately for me this has been the realisation of it being a great way to show who we are and what kind of firm Weightmans is to work for. Hopefully prospective colleagues and clients see that and think ‘I’d like to work there or with them’ as actually there are people there that are like me or do things in the way I like to do them.

### **WHAT’S THE MOST SURPRISING RESULT(S) THAT YOU’VE PRODUCED AS A RESULT OF YOUR POSTING ON LINKEDIN?**

Just how easy it is to stand out and make a difference if you get this right. Two of the most successful posts I’ve done were nothing employment law related. The first was this week about things to be aware of as a new trainee to the firm. I’ve been honest and it seems to have struck a chord with a huge number of people. I’m pleased that’s resonated. The other was at the start of May when I announced ‘I have not been promoted or got a new job’ on the day half the world did seem to announce they had. The number of people who congratulated me showed me how many people actually don’t read things properly or just click ‘like’ for the sake of it. I had to actually check I hadn’t got a new job at one point. That shows the power of this platform and what you can do if do it well.

### **WHO’S YOUR FAVOURITE LEGAL SECTOR CREATOR ON LINKEDIN?**

I’m still discovering there is a whole world out there. But I do really like what Eunika Kurek does, both with the content and the visuals. I thought the ice cream dictionary was genius. It’s one of those ‘I wish I’d thought of that’ kind of things.

### **WOULD YOU EVER CONSIDER DOING SOME SOCIALS ON TIKTOK?**

Absolutely not! You couldn’t find a more anti-social person that doesn’t need to be on camera. As I’ve said I don’t do any other social media at all. I think for that kind of thing it has to be really good to land and make an impact. You look at the kind of stuff from Rob Mayhew. Its both visually and also content-wise spot on every time. I know my lane, that seems to be here on LinkedIn. I might step out of my comfort zone with some of the content but I won’t be wearing a colourful jumper and filming myself anytime soon.

### **HOW MANY IMPRESSIONS HAVE YOU HAD IN THE PAST YEAR? WHAT TIME OF DAY ARE YOU MOST LIKELY TO POST?**

As I mentioned I’ve only really be doing this since December so I don’t know if a full year is really representative (sorry I’m being a lawyer...) but I’m at just shy of 275,000 for the last 365 days. I know that’s relatively small change in the scheme of things and others but I really don’t look at the numbers. If you do you find yourself obsessing over who has liked or not liked your post. Then you lose confidence quickly. I go back to the point around feeling like I’ve found my grove and also the feedback from others, both those who do like and comment and those who don’t. Even if just a couple of people find them useful then I guess its added value somewhere. Posting wise, I try and do it early, around 0700. That’s when I’ve found it starts the best engagement off and running. And I aim for something every other day. If its more than that it’s a bonus and I’ll have seen or thought of something that I just need to share.

### **WHICH OF YOUR COLLEAGUES MAKES YOU LAUGH THE MOST IN REAL LIFE AND WOULD TOTALLY SUCCEED ON SOCIAL MEDIA IF THEY TRIED?**

That would be telling! I do have one colleague who insists they are “hilarious”. I’ll agree they make me laugh more than they realise; but that’s unintentionally and probably over how they pronounce certain things (I mean how hard is it to say Papa Johns?!). But I do think they’d be good on here if they found the confidence to be themselves and in a way that lets their personality shine through and then combining that with the messaging/content for what they do day in/day out. I know I say it a lot, but this job is about confidence and making it look like you know what you’re doing. LinkedIn is just an extension of that really.

# Everyone on LinkedIn has a voice. **What's yours?**

LinkedIn is the digital key to business success. We provide LinkedIn training sessions for businesses and individuals to get the most out of LinkedIn. Whether you're just starting out or need a helping hand in generating more reach, our programmes are designed to equip you with the skills and strategies needed to stand out in today's competitive professional landscape.



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 [tbdmarketing.co.uk](https://tbdmarketing.co.uk)

 [the.team@2bd.me](mailto:the.team@2bd.me)

 020 3633 0899

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