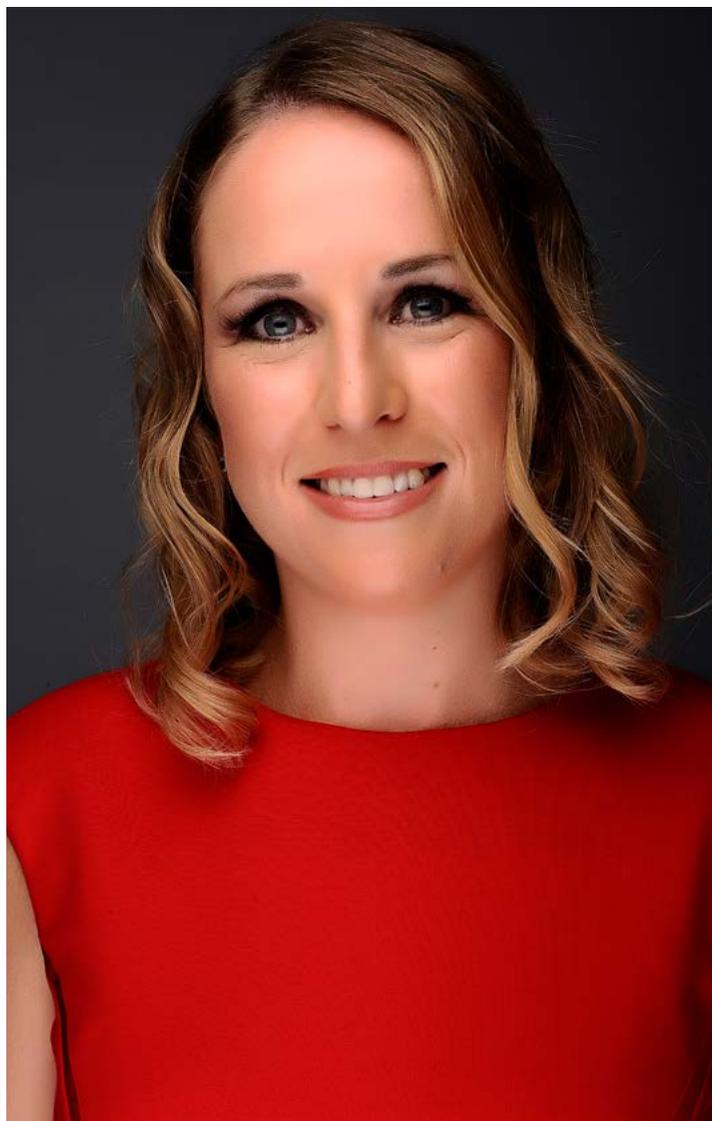


# The law of leadership

“Through our outsourced in-house counsel model, we fully integrate with clients to achieve their business objectives”

*Emma Cleveland, Cleveland & Co*



**H**ow do you lead the changes you want to see in an industry? For Emma Cleveland (pictured, above), the answer was clear: set up her own law firm. “I’d seen too many firms, large and small, paying huge legal fees for very average advice,” she says. “I wanted to make high-quality advice accessible, so that firms don’t have to cut corners or fall foul of regulation.”

Born in 2012, Cleveland & Co specialises in the investment management sector, with clients ranging from boutique investment firms to leading funds and banks. In under 10 years it has amassed approximately 200 global clients with assets under management exceeding £8.7 trillion. The firm’s innovative business model sets it apart. “Through our outsourced in-house counsel model, we fully integrate with clients to achieve their business objectives as an extension of their teams,” says Emma Cleveland. “We only offer transparent monthly retainer and fixed fees, making us unlike any law firm we know of.”

The firm takes a dynamic approach to recruitment alongside forward-thinking infrastructure and policies. A dynamic, adaptable and collaborative environment has resulted in the firm achieving every milestone in its 10-year business plan.

The lack of diversity in law and financial services inspired Emma Cleveland to create the firm’s progressive and intersectional recruitment approach. “We look for people from different backgrounds and experience, personifying our values,” she says. “By leading by example and promoting family-friendly policies, we attract some of the best minds in the business and have created a global team of specialist leaders. I’m proud to say we have a diverse, multi-lingual team with nationalities spanning five continents. Our non-hierarchical approach means all staff contribute to the firm’s corporate objectives, leading to high levels of staff engagement. This not only means that the team shape the firm of the future, but it also allows the firm to shape the leaders of the future. Additionally, our innovative and agile infrastructure makes it easy to adapt and grow in changing conditions without disruption, which is invaluable to clients.”

What’s next for Cleveland & Co? “We’re opening intercontinental hubs to cover the main financial jurisdictions around the clock,” says Emma Cleveland. “Our time zones may change, but we are still working together as one global team.”

[www.cleveland-co.com](http://www.cleveland-co.com)