

CURRICULUM VITAE

PERSONAL DETAILS

Name: Florence McCarthy
Date of Birth: 2nd August 1972
Nationality: Irish
Marital Status: Married

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EDUCATION & ACADEMIC HISTORY

May 2016 Certificate in Data Protection Practice, Law Society of Ireland

July 10 Faculty of Notaries Public in Ireland: Qualification leading to appointment as Notary Public

May 10 Law Society of England and Wales: Admitted as a Solicitor of the Senior Courts of England and Wales

Nov 08 Registered Trust and Estate Practitioner (TEP) with the London based Society of Trust and Estate Practitioners (STEP) since November 2008.

Oct 96 - May 99 Institute of Taxation in Ireland: Associate of the Institute of Taxation in Ireland (AITI) since November 1999.

Oct 95 - Sept 98 Law Society of Ireland: Admitted to Roll of Solicitors Long Vacation Term 1998.
Awarded the Guinness and Mahon Prize for First Place in Capital Taxation 41st Professional Course, Law Society of Ireland: September 1998.

Oct 94 - Aug 95 University College Dublin: Masters in Commercial Law.
Subjects: Intellectual Property Law, Information Technology Law, Law of Insolvency, Corporate Finance.

Oct 90 - May 93 University College Cork: Bachelor of Civil Law

RELEVANT EXPERIENCE

- September 2014 – Date Member of Guidance and Ethics Committee, Law Society of Ireland
- July 10 - Date Notary Public for the City and County of Cork
- May 00 – Date McCarthy & Co., Solicitors.

Managing Partner of a niche nationwide online practice specialising in personal injury and medical negligence litigation.
- June 2016 *The Solicitor's Guide to Marketing and Growing a Business; How to Turn Your Legal Practice into a Financial Success* awarded Practical Law Book of the Year at the Dublin Solicitors' Bar Association Law Awards 2016
- May 2016 Published *The Solicitor's Guide to Marketing and Growing a Business; How to Turn Your Legal Practice into a Financial Success* officially launched by Minister for Justice and Equality Ms Frances Fitzgerald.
- May 2015 Best Small Firm in Munster, Irish Law Awards 2015
- October 2014 Marketer of the Year Finalist, Great Legal Marketing National Summit, Washington, DC.
- May 2014 Best Legal Website, Irish Law Awards 2014
- February 10 – October 2012 Clonakilty Chamber of Commerce.

Founding director and Chairman.
- Nov 10 – Jan 2011 Consultant Tutor to the Law School of the Law Society of Ireland
- Oct 95 - April 00 Patrick F. O'Reilly & Co., Solicitors, 9/10 South Great George's Street, Dublin 2.

Apprentice Solicitor: Oct 95 to Sept 98. Associate Solicitor: Set 98 to Apr 00.

PROFESSIONAL BACKGROUND

I have extensive experience in commercial and residential property and have specialist qualifications in the areas of commercial law and tax and estate planning.

I have a Master's Degree in Commercial Law from UCD in the areas of Corporate Finance, Information Technology Law, Intellectual Property Law and Insolvency Law. I am a qualified tax practitioner and an Associate of the Institute of Taxation in Ireland. I have an additional specialist qualification in estate planning and I am a registered trust and estate practitioner. I am a member of the London-based international Society of Trust and Estate Practitioners.

From 1995 to 2000, I worked with the long-established Dublin-based firm of Patrick F. O'Reilly & Co., acting for private and commercial clients which included large commercial organisations, state institutions, semi-state bodies and state sponsored organisations.

During that time, I was heavily involved in providing legal services in the context of the highly successful redevelopment of the Temple Bar area as well as for many private property developers in both residential and commercial developments. Over that period I acquired extensive experience in every aspect of residential and commercial property transactions in what was a unique and incredibly innovative large scale property project. I have substantial experience in commercial lending and security transactions; in drafting commercial agreements and in general corporate advisory work having worked on large corporate finance projects. I was involved in a number of acquisitions in Ireland and in the UK, in collaboration with London based solicitors. My involvement with a particular firm of London solicitors has also included an application for admission to full listing together with a placing and open offer on the London and Dublin Stock Exchanges on behalf of an Irish telecommunications company. I have been responsible for administering European Regional Development Fund and International Fund for Ireland grants which have involved taking security and drafting inter-lender agreements. I have also advised a large state organisation on EU public procurement legislation.

Since returning to Clonakilty in 2000, I have established a significant commercial and residential conveyancing law practice in McCarthy & Co. acting for a wide variety of commercial and private clients across West Cork and further afield.

Transactions that I have been involved in include the acquisition of a leading professional services firm by way of asset purchase, the trade sale of a substantial pharmacy company by way of a sale of shares and the acquisition and disposal of a number of large stud and other farm businesses. I am aware of the key issues arising in the acquisition and disposal of businesses and of how to use the associated due diligence process to maximum advantage. I am experienced in the renewable energy sector advising on issues as diverse as property transactions, joint venture agreements, fund raising and corporate governance.

In my conveyancing practice I have acted in every form of property transaction. I have wide and diverse experience in the sector having acted in a large volume of

transactions over many years. I have considerable experience in dealing with complex primary care centre developments.

I have practical and extensive experience of commercial litigation in property matters on behalf of clients in all courts including the Commercial Division of the High Court and the Supreme Court, including a landmark case on the development of the law of judgment mortgages in Ireland and a number of substantial and complex cases involving specific performance of contracts to purchase property.

From November 2008 to January 2011 I acted as a consultant tutor to the Law Society of Ireland's Law School at Cork as part of their professional practice training for solicitors.

I have been admitted as a solicitor of the Senior Courts of England and Wales since May 2010.

In July 2010 I was appointed a Notary Public for the City and County of Cork by the Chief Justice of the Supreme Court.

From February 2010 to October 2012 I was involved in the establishment of Clonakilty Chamber of Commerce. I was a founder director and chairman of the Chamber. I played a lead role in the very successful development of the Chamber which now has an extensive and diverse membership of businesses ranging from large multinational food, technology and service businesses to SMEs. I brought a generally acknowledged leadership and strategic vision to this role and to the board of this organisation. I demonstrated a superior ability to work closely and effectively with a variety of individuals and interests at all levels including businesses, government agencies and local government.

I have been an active member of the Guidance and Ethics Committee of the Incorporated Law Society of Ireland since September 2014.

I have lead McCarthy & Co. Solicitors to become a market leading nationwide personal injury law firm. The firm was awarded Legal Website of the Year at the Irish Law Awards 2014 and Best Small Firm in Munster at the Irish Law Awards 2015.

I have developed a unique experience and expertise in the area of marketing legal services. I was a Marketer of the Year Finalist at the Great Legal Marketing National Summit in Washington DC in 2014 where I presented on marketing methods for the legal profession to over 350 lawyers from across the U.S.A. and Canada.

In May 2015 I published *The Solicitor's Guide to Marketing and Growing a Business; How to Turn Your Legal Practice into a Financial Success* which was officially launched by Minister for Justice and Equality Ms Frances Fitzgerald. The book is the leading work on marketing for solicitors in Ireland. I am a regular speaker on the subject for the legal profession.

In June 2016 *The Solicitor's Guide to Marketing and Growing a Business; How to Turn Your Legal Practice into a Financial Success* was awarded the Practical Law

Book of the Year Award at the Dublin Solicitors' Bar Association Law Book Awards 2016.