

# NICHOLAS BUTCHER

## Managing Partner Maples Group

**PRIORITIES** A key priority is the retention and recruitment of talent. Another priority is the issue of diversity and inclusion, as we continue our efforts to build and maintain an inclusive environment where differences of opinion, beliefs and values are sought, listened to and respected.

A challenge and opportunity our business will face over the next 12 months is the changing nature of the legal business model. Investment in technology and cybersecurity also tops our agenda to ensure both client and operational efficiencies.

**REBRAND** Our new corporate identity highlights the strength of the Maples Group as a comprehensive solution for legal, fiduciary, fund, entity formation and management services, as well as regulatory and compliance services. It also unites our offerings and solutions in a way that differentiates us from others, giving us an edge over our competitors.

**STAFFING** With almost half of solicitors now under the age of 40, the need to meet the expectations of younger generations entering the profession means that imaginative staff retention strategies are key for us. This includes a flexible attitude to the working environment, and exploring agile working which, over the past couple of years, we've been placing a huge emphasis on.

**NOTABLE DEAL** We recently advised Insight Investment on the conversion of its flagship umbrella QIAIF investment company (Ireland's single largest umbrella fund platform, with 154 sub-funds and assets under management of c.€53bn) into an Irish collective asset-management vehicle. This was the largest ever platform to use the ICAV Act procedure to convert from an investment company to an ICAV.

**USP** We are the number one legal adviser to Irish-serviced funds. We are a truly international business with 18 offices across the world serving global companies. This means we are uniquely placed to help our clients to resolve their most complex legal issues, wherever they may be in the world. This has been a cornerstone of our growth for many years.



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