

## Louise Jones

### *Simpson Jones*



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Louise Jones, who is originally from Walkinstown in Dublin, set up her business, Simpson Jones, at her home in Blessington, Co Wicklow, in February 2021.

Simpson Jones is a bespoke practice management service for busy barristers which supports the barrister in all admin areas, so they can focus on developing their practice.

Louise, a legal PA with more than 25 years' experience, was prompted to set up her own business when two barristers she was working for were appointed to the High Court as judges.

She started the company in a box room in her home and this year took an office beside the courts in Dublin 7, allowing her to alternate between the two locations.

Louise was inspired to set up Simpson Jones because she knew through her network of contacts among solicitors and barristers that many could not justify having a secretary but needed support to cope with their admin – which was causing them to lose out on billing.

Louise's ambition for all of her clients is that they graduate from needing her services and that once their practice has developed and their billing increased, they can hire a secretary to manage the systems put in place by Simpson Jones.

In addition to providing a complete admin service to clients, Louise has also designed a practice management software solution for barristers and a directory of barristers, solicitors and legal and medical experts. She expects to begin marketing both products later this year.

She says the accountability that came with being an ACORNS participant enabled her to set targets, hit them and surpass them.

Louise plans to hire one full-time and two part-time staff members in October and intends to move into a supervisory role by the end of 2024, so she can focus on business development.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*



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