



SRLV

PRESS RELEASE



SRLV ANNOUNCES TRIO OF PARTNER APPOINTMENTS

22 OCTOBER 2025

WEST-END accountancy firm, SRLV, has appointed three new partners after promoting music and entertainment directors, Pembe Ozoran and Adam Stanley, and tax director Kieron Clement-Smith.

Pembe, who is a chartered accountant, joined SRLV in 2006 from the UK office of Gelfands, where she advised entrepreneurial businesses and private clients from the music & entertainment industry. Promoted to director in 2018, she manages an extensive portfolio of music, film and entertainment clients, whilst overseeing SRLV's theatre work, providing compliance and advisory support to well-known West End, Broadway and touring productions.

A certified accountant, Adam also joined SRLV's Creative Division in 2006 from the UK office of Gelfands, and specialises in business management services for private clients and businesses, spanning music, entertainment, film & TV, live events and festivals. Over the past decade, the 38-year-old has played a pivotal role in the expansion of SRLV's digital and content sector work, which includes some of the UK's best-known YouTube/creator talents and social media influencers. He was promoted to director in 2022.

Kieron, who is a chartered accountant and tax advisor joined SRLV as a director in 2022 after stints with Grant Thornton, Deloitte and Edwin Coe. The 38-year-old specialises in advising high-net-worth individuals, families, and their businesses, with a particular focus on international matters, inheritance tax and property-related taxes.

SRLV executive chairman, Marc Voulters, said: "Congratulations to Pembe, Adam and Kieron, who I'm delighted to now be able to call my partners. They are thoroughly deserving of these promotions, having each played a significant role in the growth of our business over recent years, as well as proving to be very effective client advisors and influential directors. As partners, they will continue to grow their specialist areas and shape the future direction of the business as part of our senior management team.

"The last three years have seen unprecedented growth for the firm, with a year-on-year turnover increase of more than 20 per cent. Whilst there is a post-pandemic element to this, much of this growth has been sustained by the excellence of our staff and their client work, helping entrepreneurial businesses and private clients to flourish, whilst providing the right support and advice across a range of services.

"As a forward thinking firm, we not only encourage staff to be top quality accountants, tax practitioners, auditors and so on, but also well-rounded professionals who are confident and competent in consulting with and advising clients," he said. "Being great client advisors is the bedrock of what we do, and we're committed to the personal and professional development of our staff through our management training and partner mentorship programmes. We support our staff to reach their full potential and will increase our partner numbers further to keep pace with SRLV's planned expansion."

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EDITOR'S NOTES

SRLV is a mid-tier firm of chartered accountants and tax advisors, business management specialists, and corporate and private client advisors, based in the heart of London's West End.

Founded in 1988, the firm has 23 partners and employs more than 200 staff, with specialist teams for music and the creative industries, digital, premium hospitality, luxury retail and real estate.

CAPTIONS FOR GROUP PHOTOGRAPH (individual head shots as per file names)

From left to right: new partners, Kieron Clement-Smith, Pembe Ozoran and Adam Stanley (far right) celebrate their appointments with SRLV executive chairman, Marc Voulters (second from right).