



SRLV

PRESS RELEASE



## SRLV APPOINTS ITS 20<sup>TH</sup> PARTNER

4 JULY 2023

WEST-END accountancy firm, SRLV, has appointed its 20<sup>th</sup> partner after promoting music & entertainment director, Tina Sunderland.

The chartered accountant and tax advisor joined SRLV as a manager in 2013 from Deloitte, where she worked in the creative talent division, advising entrepreneurial businesses and private clients across the media & entertainment industry.

Over the past decade, the 37-year-old partner has played a pivotal role in the growth of SRLV's creative division and manages an extensive portfolio of high-profile music artists, songwriters, managers and independent record labels, actors, fashion designers, sports professionals, and other creative industry clients.

As partner, Tina will continue running part of SRLV's music & entertainment team, providing clients with accounting, VAT, tax and day-to-day business management support, whilst guiding them on all aspects of their global personal and business financial affairs.

Commenting on her appointment, Tina, said: "SRLV has a fantastic music & entertainment heritage and it's a great privilege to become a partner and help steer its future direction.

"I've had an incredible amount of support from all the partners and staff over the years; some of whom I've worked with since the start of my career. We encourage everyone to mould their own career path here and I'm looking forward to getting involved with mentoring staff and helping our teams develop across the business more widely.

"I joined during a period of transition and it's been very rewarding to see my clients achieve success and to be a part of that over the years, alongside my team," she added.

"I've invested a lot of myself in the business and it's great to work in an industry that I'm extremely passionate about, alongside the clients and staff, who I have the pleasure of working with every day."

SRLV partner, Janice Lloyd, said: "We are delighted to announce Tina's promotion to Partner. She's played a key role in the growth of our creative division over recent years and has proved to be an extremely effective client advisor and influential director in our music & entertainment team."

Fellow partner, Charles Bradbrook, added: "Janice and I first recruited Tina at Deloitte and have seen her career flourish over the years. She is a much respected and popular member of our team and understands the high-level financial issues that are particularly relevant to music, entertainment and creative industry clients, including complex cross border tax issues, one of her many areas of expertise.

"As a partner, she'll play an active role in the future direction of the business as part of our senior management team and will also mentor directors and senior managers across the business, helping to expand their industry knowledge and further their professional and personal development, so we can continue to nurture talent within our team and offer them the very best career progression."

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**EDITOR'S NOTES**

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

Founded in 1988, the firm employs more than 170 partners and staff, with specialist teams for music and the creative industries, digital, premium hospitality, luxury retail and real estate.