
Press release

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HLB announces partnership with McorpCX to accelerate client experience-driven value and innovation across its global network

LONDON – HLB, the top 8 global network of independent advisory and accounting firms, is pleased to announce a strategic partnership with McorpCX, an independently recognised leader in client and employee experience strategy and transformation.

With deep expertise in client experience improvement and human-first experience management capabilities building, McorpCX brings two decades of proven expertise helping organisations align business, brand, and client strategies to drive measurable business outcomes.

Lesley Hornung, Chief Marketing Officer at HLB, stated “At HLB, we understand that customer experience isn’t a department—it’s a cross-firm discipline that can be built, and taught. McorpCX is a partner that can help equip our firms to leverage experience as a strategy to better compete in a world where client expectations are increasing, talent is harder to find, hire, and keep, and technological disruption is driving rapid change.”

“This is more than a partnership—it’s a shared vision for the future of professional services,” added Michael Hinshaw, President and Founder of McorpCX. “The accounting industry is undergoing a period of profound disruption,” he continued. “In this world, the ability to consistently and systematically deliver great client and employee experiences is a key competitive differentiator.”

The partnership supports HLB’s “*Innovative People, Brighter Futures*” strategy, which includes a strong focus on enhancing advisory services, growing cross-border collaboration, and embedding innovation across the network. The collaboration will support HLB’s efforts to benchmark and optimise client experience across borders using shared metrics and best practices.

About HLB

HLB International is a global network of independent advisory and accounting firms. Through the power of 51,948 professionals across 155 countries, we combine local expertise and global capabilities to service clients' needs. Learn more about HLB’s global services and capabilities at www.hlb.global.

HLB refers to the HLB International network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.hlb.global/legal for further details.

About McorpCX

McorpCX is an independent, people-first consultancy that helps clients better compete and drive value by improving customer and employee experience. Recognized as an experience improvement leader by independent industry analysts, we unlock growth by reimagining how organizations leverage human insights and data analysis to better sell to, serve, and engage with their audiences.

Our team has driven experience-led business success for growth, mid-market and Fortune 500 organizations since our founding in 2002. For more information, please visit www.mcorpCX.com.