
Press release

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HLB unveils new Member Experience function

London- HLB is proud to announce the establishment of a dedicated Member Experience (MX) function, designed to build and enhance its MX capability across the global network of independent professional services firms. This strategic initiative aims to lead and enhance the membership experience, promoting deeper engagement, collaboration, and consistent value creation worldwide.

Rita Carolan has been appointed to lead this new function from September 2025. She will be responsible for designing and implementing initiatives that deepen member engagement across all regions. By leveraging feedback data and sentiment analysis, Rita will drive the continuous improvement of member experience, aligning these efforts with HLB's collective strategic goals.

The creation of the MX function shows HLB's commitment to empowering its member firms to reach their full potential. The function will begin with a six-month discovery phase, gathering insights from stakeholders to ensure the MX strategy is closely aligned with member needs and the network's overarching objectives.

Rita Carolan, Head of Member Experience, commented:

"I am delighted to lead the Member Experience function at such a pivotal time for HLB. Our focus is to listen carefully to our members, engage meaningfully, and implement initiatives that enhance connections and innovation across our network. This discovery phase will be critical in shaping a tailored strategy that advances the overall membership experience."

Marco Donzelli, Global CEO of HLB, added:

"HLB's strength lies in the diversity and independence of its member firms. Establishing the MX function is a clear demonstration of our commitment to support and unite our network. Rita's leadership in using data-driven insights to enhance member experience will be key to advancing our Innovative People, Brighter Future strategic goals."

HLB looks forward to continuing its journey of strategic innovation and engagement, empowering its people worldwide through this enhanced focus on member experience.

About HLB

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