

Rockwell Founder Robert Whelan Honoured for Financial Services Leadership

Accreditation Recognises Two Decades of Financial Expertise

Robert Whelan, Founder and Managing Director of Rockwell Financial Management, has been recognised as a **Business All-Star Thought Leader in Financial Services** by the All-Ireland Business Foundation (AIBF).

The prestigious personal accreditation recognises Robert's more than two decades of experience in financial services and his contribution to making financial planning, pensions, investments and wealth management more accessible and understandable for individuals and businesses across Ireland.



Robert Whelan, Founder, pictured with his team at Rockwell Financial Services, as they celebrate his being honoured with the Business All-Star Thought Leader in Financial Services Accreditation by the All-Ireland Business Foundation.

Robert established Rockwell Financial Management in 2012 following a decade with Cornmarket Group Financial Services, where he served as Head of Business Retention. His ambition was to

build an independent financial advisory firm centred on clear advice, transparency and long-term client relationships.

Since then, Rockwell has grown into one of Ireland's established financial advisory firms, serving more than 7,000 personal and corporate clients and managing in excess of €500 million in client funds.

Based in Dublin and serving clients nationwide, the firm advises individuals, families, business owners and senior executives across financial planning, wealth management, pensions, investments, employee benefits and income protection.

The Business All-Star Thought Leader accreditation recognises Robert's contribution to Irish financial services and his ability to combine deep technical expertise with clear, practical communication.

It also acknowledges his role in helping individuals and business owners better understand their finances and make informed decisions around pensions, investments, retirement and long-term wealth.

Robert Whelan, Founder and Managing Director of Rockwell Financial Management, said:

"I'm incredibly proud to be recognised as a Business All-Star Thought Leader in Financial Services. I've always believed that financial advice should give people clarity and confidence rather than overwhelm them with complexity. That philosophy has shaped how we have built Rockwell and how I approach conversations around money, pensions and long-term planning. This recognition means a great deal, and I share it with the fantastic team at Rockwell and the clients who have trusted us over the years."

Kieran Ring, Deputy Chair of the AIBF Adjudication Board, said:

"Robert Whelan embodies what it means to be a thought leader in financial services. He combines more than two decades of industry experience with an exceptional ability to make complicated financial subjects clear and relevant to the people making those decisions. The growth of Rockwell, alongside Robert's contribution to financial education and public discussion, demonstrates the trust and authority he has established within the sector. This accreditation is fitting recognition of his continued impact on financial services in Ireland."

Kapil Khanna, Co-CEO of the All-Ireland Business Foundation, said: “Thought leadership is about more than expertise; it is about using that expertise to inform, influence and create value for others. Robert Whelan has demonstrated that throughout his career. His ability to translate complex financial issues into practical guidance, combined with the scale and reputation he has built at Rockwell, makes him a standout voice in Irish financial services. We are delighted to recognise Robert with this Business All-Star distinction.”

He said: “We evaluate a company’s background, trustworthiness and performance, and we speak to customers, employees and vendors. We also anonymously approach the company as a customer and report back on the experience. The business goes through at least two interviews and is scored on every part of the process against set metrics.”

About The All-Ireland Business Foundation

The All-Ireland Business Foundation is an autonomous national accreditation body tasked with enterprise development and promoting Best-in-Class Irish businesses.

As the accreditation body for the Business All-Star mark, the AIBF recognises Best-in-Class Irish businesses. These are companies that merit recognition based on an independent audit of their performance, reputation and customer-centricity.

Business All-Star Accreditation Is The Nation’s Symbol Of Trust.

Currently, more than 800+ companies are accredited by AIBF. Since 2014, over 5,000 companies have participated in its programmes.

The AIBF also hosts major annual events that bring its accredited community together, including the All-Ireland Entrepreneurs Summit at Croke Park and the Leaders Forum and Christmas Lunch at the Aviva Stadium, encouraging connection, collaboration and peer learning among Ireland’s leading businesses.

For more information, please visit www.aibf.ie

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