

Hedge Fund Alert

THE WEEKLY UPDATE ON FUND MANAGEMENT INTELLIGENCE

PUBLIC RELATIONS FIRMS

PR Firms Advising Hedge Funds

Firm	Contact	The Skinny
Abernathy MacGregor New York	Shawn Pattison 212-371-5999 shp@abmac.com	One of the first public relations firms to establish a dedicated hedge fund practice. Boasts blue-chip client roster including Key Square Capital, Lone Pine Capital and Tudor Investment. In addition to media relations, advises on investor relations, shareholder activism, transactions and crisis management. Hedge fund practice led by Shawn Pattison, who started his career at Soros Fund Management and continues to work with former Soros chief investment officer Stanley Druckenmiller via his Duquesne Family Office.
Arrowpath Advisors New York	Adam Weiner 212-596-7700 adam.weiner@arrowpath.com	Founded in 2020 by former Kekst CNC partner Adam Weiner. Firm focuses on alternative-investment firms including hedge funds, private equity and turnaround venture capital. Also specializes in litigation communications for hedge funds and their former employees. Hedge fund clients include Heard Capital, an ESG activist manager, and a multi-strategy seeding firm. In addition to representing managers preparing to launch new funds, Arrowpath represents Cliff Robbins, founder of activist and since-closed Blue Harbour Group, while Gary Cohn, former Goldman Sachs president, enlisted Weiner to represent their SPAC, Cohn Robbins Holdings Corp.
ASC Advisors Stamford, Conn.	Steve Bruce 203-992-1230 sbruce@ascadvisors.com	Staff of industry veterans led by managing partner Steve Bruce, among the first in the industry to focus on hedge funds. Works with 30-plus managers including Cinctive Capital, Farallon Capital, Graham Capital, Gramercy Funds Management, Kingdon Capital, Lighthouse Investment Partners, Lucerne Capital, Schonfeld Strategic Advisors, Servest, Versor Investments and Tilden Park. Also represents numerous private equity managers. Expanded over the past year, hiring media relations vet Keely Gispan whose background includes an in-house role at the asset management arm of BNP Paribas, crisis work at Brunswick Group and reputation management in the hedge fund practice of Abernathy MacGregor. Also added Harriet Hartman, who arrives with nearly a decade of investor relations experience at several major hedge funds including Sculptor Capital, JANA Partners and Fir Tree Partners. Expanded activist practice representing funds invested in Toshiba, CN Rail, Zendesk and CanoHealth.
Brunswick Group London	Alex Yankus 212-333-3810 ayankus@brunswickgroup.com	Global firm with 27 offices in 18 countries and an experienced financial-sector team helping clients around the world, including alternative-asset managers, engage on the issues that matter most – across the full spectrum of their stakeholders in the interconnected financial, political and social arenas.
Citigate Dewe Rogerson London	Christen Thomson 44-780-864-1870 christen.thomson @citigatedewerogerson.com	Financial-services specialist has picked up more than 80 clients since establishing a hedge fund practice in 2016. Clients include CQS, Fulcrum, Sancus, Mill Hill, Petrus, Bluebell and Atlas Global. Other offices include those in New York, Paris, Amsterdam, Hong Kong, Beijing, Shanghai and Singapore.
Dukas Linden Public Relations New York	Richard Dukas 212-704-7385, ext. 3600 richard@dlpr.com	Staff of 32 advises both fund managers and service providers. Clients include Assured Investment Management, Glazer Capital, Lakemore Partners and Neuberger Berman's alternatives business, as well as former Bridgewater Associates' executive Bob Elliott's startup Unlimited Funds. Works with activist managers such as Wolfpack Research, and Prescience Point Capital. Represents about 25 private equity and long-only managers.
Edelman Smithfield New York	Katie Spring 312-447-1925 katie.spring@edelman.com	Firm has deep experience working with both traditional capital markets firms and alternative investment managers spanning hedge funds, private equity and venture capital. Firm offers media relations, executive visibility, crisis communications, transaction and portfolio company support, public affairs, ESG strategy, social media programs, website design, investor relations and marketing. Formerly Edelman, the firm rebranded as Edelman Smithfield in July 2022.

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Emerald Partners Fort Lee, N.J.	Fraser Seitel 201-784-8880 yusake@aol.com	Small but well-regarded firm counts Maverick Capital and Tiger Management as clients. Founder Fraser Seitel is known for his former role as public affairs officer at Chase Manhattan and public relations advisor to the family of the late David Rockefeller.
FeverPress New York	David Press 917-721-7046 david@feverpress.com	Founded in 2013 by David Press, a former corporate lawyer whose communications experience includes work at Brunswick Group, FTI Consulting and KWT Global. Clients include Atlas Impact Partners, Azimut Alternative Capital, Mariner Investment and Welton Investment Partners.
FGS Global New York	Mike Turner 44-207-251-3801 enquiries-uk@fgsglobal.com Vicke Jordan 212-687-8080 enquiries-us@fgsglobal.com	Finsbury Glover Hering and Sard Verbinnen merged in December 2021 and renamed as FGS Global. That followed Finsbury's merger with Glover Park and Hering Schuppener in January 2021. Publicly traded WPP owns a majority of FGS. Advises the boards, senior management and legal counsel of many of the world's largest companies and institutions. Deep experience in capital markets and alternative investments. Has offices in major financial centers around the world.
FTI Consulting Washington	Brian Maddox 212-850-5661 brian.maddox@fticonsulting.com	Publicly traded firm has staff of 100-plus financial-services experts advising clients on strategic communications, investor relations, crisis and litigation management, shareholder activism and public affairs. Clients include Squarepoint Capital and Teza Technologies.
Gagnier Communications New York	Dan Gagnier 646-569-5897 dg@gagnierfc.com	Founder Dan Gagnier split from Sard Verbinnen in early 2016 to launch his own PR firm. Clients include 3D Capital, Affiliated Managers Group, Axar Capital, Axon Capital, Blackwells Capital, Cowen Investment Management, Effissimo Capital, Elliott Management, Engaged Capital, Harbor Spring Capital, Ortelius Alternative Asset Management, Scopia Capital, Sprott Asset Management, Starboard Value, Sunderland Capital, Vida Capital and Willoughby Capital.
Gasthalter & Co. New York	Jonathan Gasthalter New York 212-257-4170 jg@gasthalter.com Carissa Felger Chicago 312-319-9233 cf@gasthalter.com	Perhaps the best-known firm in hedge fund PR. Founded by Jonathan Gasthalter, who has a staff of 25 in New York and Chicago, up from 20 in 2021. The firm handles media relations, investor communications, ESG initiatives and special situations including activist and distressed-asset investments. Also includes players active in digital assets and private credit, in addition to alternative-investment giants including private equity and real estate firms. Clients include Angelo Gordon & Co., D1 Capital, Ellington Management, Polychain Capital, Renaissance Technologies and Sculptor Capital.
Greenbrook Communications London	Andrew Honnor 44-207-952-2000 ahonnor@greenbrookpr.com	Leading advisor to hedge funds and activist investors in Europe. Represents Anchorage Capital's European operations, Asia Research and Capital, Davidson Kempner Capital, Kirkoswald Capital, Lansdowne Partners, Strategic Value Partners, Trian Fund Management and ValueAct Capital. Advising groups that own government bonds that are undergoing restructurings in Ukraine, Argentina and Zambia. Founder Andrew Honnor was previously on the executive committee at News Corp.
Hedge Fund PR Miami	Mitch Ackles 646-657-9230 mitch@hedgefundpr.net	Founded in 2005 by Mitch Ackles, president of the trade group Hedge Fund Association. Clients include BroadRiver Asset Management and GordonMD Global. Also advises private equity firms and investors on media relations and business development. Does pro-bono work for charities Help For Children and A Leg To Stand On.
JConnelly New York	Chris Cherry 862-210-4437 ccherry@jconnelly.com	Founded in 2003 with a focus on financial services. Alternative-investment clients include DoubleLine Capital, Brigade Capital, SkyBridge Capital and Bluerock. Specializes in crisis and issues management, strategic positioning and executive visibility.
Kekst CNC New York	Todd Fogarty 212-521-4854 todd.fogarty@kekstcnc.com	Counts more than two dozen hedge fund clients including Avenue Capital, Bracebridge Capital, Centerbridge Partners, Cevian Capital, D.E. Shaw, HBK Capital, Himalaya Capital, Lion Point Capital, Melvin Capital, Monarch Capital, MSD Capital, Oak Hill Advisors, Silver Point Capital and SVPGlobal. Alternative-investment practice, which also serves more than three dozen private equity managers, advises on media and investor relations, strategic positioning and crisis communications. Supports clients globally through offices in money centers in the U.S., Europe and Asia.

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Longacre Square Partners New York	<p>Greg Marose 646-386-0091 gmarose@longacresquare.com</p> <p>Dan Zacchei 646-386-0091 dzacchei@longacresquare.com</p>	Profile Advisors co-founder Greg Marose and Sloane & Co. executive Dan Zacchei – the top two public relations advisors to activist funds in 2021, according to Bloomberg data – teamed to form Longacre Square Partners. Longacre, which has quickly grown to 20 professionals across its New York and Miami offices, provides full-service communications support to 40-plus fund managers. Clients include Ancora Advisors, Carl Icahn, Golub Capital, Politan Capital, RC Ventures, Saba Capital, Sachem Head Capital and Whitebox Advisors.
Macias PR New York	<p>Mark Macias 646-844-4145 info@maciaspr.com</p>	Founded in 2009 by former financial journalist Mark Macias. Has run national and international media campaigns for hedge fund, private equity and other financial firms. Clients include fund operators Sag Harbor Advisors and Sansar Capital, compliance consultant Blue River Partners and law firm Sadis & Goldberg.
Maitland/AMO London	<p>William Clutterbuck 44-7785-292-617 wclutterbuck@maitland.co.uk</p>	One of London's oldest PR firms, with a large financial-services team. Fund-management clients have a combined \$3 trillion of assets under management. Firm has a track record of handling communications for private banks, discretionary wealth managers, hedge funds and some of the biggest names in institutional fund management.
Peaks Strategies New York	<p>Thomas Walek 917-353-7575 twalek@peaksstrategies.com</p>	Founded by Thomas Walek in 2016 following his departure from Peppercomm, where he was president. Previously ran his own firm, Walek & Associates, from 1998 to 2013. Reunited in March 2020 with former Walek & Associates partner Arnel Leslie. Represents a mix of clients including traditional and alternative-investment managers and financial-technology firms. Among them: Abraham Trading, Drury Capital, Hathersage Capital, RiverNorth Capital, 180 Degree Capital and Diamond Standard.
Peregrine Communications London	<p>Max Hilton 646-274-1424 max.hilton@peregrinecommunications.com</p>	Based in London and New York, Peregrine Communications provides strategic communications, marketing and design solutions to the global asset management industry. Peregrine clients range from start-ups to global investment firms and leading service-providers to asset managers. Hedge fund clients/vendors include BNY Mellon Pershing, Brevan Howard, Cadian Capital, Haidar Capital, Oaktree, Penso Advisors, Selwood and Quest Partners.
Polisi Jones Stamford, Conn.	<p>Catherine Polisi Jones 917-330-8934 cjones@polisijones.com</p>	Woman-owned, strategic advisory firm led by founder Catherine Polisi Jones, who has 23 years of experience working with public and private companies throughout the world and led communications for Lehman Brothers during the 2008 financial crisis. Provides a variety of strategic communications and creative design services to businesses across all sectors globally, with particular expertise in alternative investment, digital asset/crypto, financial services and fintech. Also offers outsourced chief marketing officer services and communications and strategy support for private equity and venture capital portfolio companies. Specializes in media and investor communications, raising brand awareness, crisis management, activism and M&A communications.
Prosek Partners New York	<p>Russell Sherman 212-279-3115 rsherman@prosek.com</p>	Financial-services specialist develops both proactive and defensive campaigns for established and emerging fund managers. Employs more than 250 professionals globally. Client roster includes Bridgewater Associates, CQS, Canyon Partners, Cheyne Capital, Element Capital, Elliott Management, Glenview Capital, Goldman Sachs Asset Management, SkyBridge, Investcorp, Man Group, Marathon Asset Management, Varde Partners and Wellington Management.
Rostron Parry Oxford, U.K.	<p>Simon Rostron 44-186-539-2094 simon@rostronparry.com</p>	Founded in 1991, focus long has been on managers of alternative investments and exchange-traded products. Clients include GQG Partners, Indos Financial, Insch Capital, London Bullion Market Association, Optima Fund Management, Payden & Rygel Investment and Truvalue Labs.
Rubenstein New York	<p>Steven Rubenstein 212-843-8043 steven@rubenstein.com</p> <p>Carolyn Sargent 212-843-8030 csargent@rubenstein.com</p>	Among the biggest names in public relations. Rubenstein's alternative-investment practice works with hedge fund, private equity and venture capital firms. Hedge fund clients include Citadel, Engine No. 1, Garda Capital, Muddy Waters Capital, Pershing Square Capital, Third Point and Tiger Global. Venture capital clients include Durable Capital and Stripes.

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TB Cardew London	Ed Orlebar 44-773-872-4630 ed.orlebar@tbcardew.com	Led by Tom Allison and Ed Orlebar, who left London PR shop Temple Bar Advisory in 2018. Clients include Eisler Capital, Odey Asset Management and Pamplona Capital. Specializes in corporate communications and investor relations.
Vested New York	Dan Simon 917-765-8720 dan@fullyvested.com Corey Goldman 416-322-2863 cgoldman@fullyvested.com Elspeth Rothwell 44-781-137-5998 elspeth@fullyvested.com	Rapidly growing global communications firm focuses exclusively on the financial-services industry. Vested is a founding member of the chief marketing officer/chief communications officer group Financial Narrative; launched the industry's first agency-run investment group, Vested Ventures; offers free financial-educational resources through its VestEd program; and launched a global ESG practice in 2021. Key clients include Aon, Goldman Sachs, Morgan Stanley, Citigroup, Grayscale, DTCC and LinkedIn. In 2020, added the business of Toronto-based Goldman Communications, led by Corey Goldman, who now runs an effort called Vested Accelerator, which focuses on managers of hedge funds and other alternative-investment strategies.
Zito Partners New York	Bob Zito 917-692-0747 bob@zitopartners.com	Founded in 2010 by corporate-communications veteran Bob Zito, who held senior roles at Bristol Myers Squibb, New York Stock Exchange and Sony. Staff includes former Bloomberg TV reporter Deborah Kostroun and Bob DeFillippo, former chief communications officer at Prudential Financial. Advises clients on branding, marketing and crisis communications. Client roster is heavy on financial firms including fintech shop EquityZen, ETF Managers Group, GenTrust, Laffer Tengler and Thornburg Investment. In 2014, teamed with PR firm Ketchum to provide its clients financial-services assistance via Ketchum Zito Financial.