

# SLOANE & COMPANY

## **Sloane & Company Adds Two Senior Hires to Serve Growing Financial Services, Special Situations and Integrated Communications Practices**

*-Demonstrates ongoing commitment to add depth of expertise and capabilities*

New York, NY, January 30, 2018 -- Sloane & Company, an industry leading strategic communications firm, today announced two senior hires to support the company's growth in 2018 and beyond.

The firm is focused on building on its core capabilities in media relations and investor relations by adding experienced executives with deep relationships in the financial services industry, experience working in special situations and strong integrated communications skillsets that will advance the firm's digital capabilities.

Commenting on the firm's growth and the addition of these talented executives, Darren Brandt and Whit Clay, Co-CEOs of Sloane & Company said: "We had a very successful 2017 that was reflected by great work on some of the most interesting assignments in the firm's history, solid financial performance, the growth of our talented team of executives, and, most importantly, execution of our plans to invest in this firm and advance our capabilities to better serve our clients. As we look at the year ahead and beyond, we are making strategic hires that will further the success of our firm."

**Mike Boccio, Managing Director:** Mike joins from RF|Binder, where he served as Executive Managing Director, running the corporate & financial services practice and providing integrated communications and media relations counsel for its clients since July 2014. Previously, Mike spent seven years at Sloane & Company, most recently as Senior Vice President, working with its financial services, consumer technology and media & entertainment clients. Mike began his career as an independent auditor at Deloitte.

**Armel Leslie, Senior Vice President:** Armel joins Sloane & Company from Peppercomm, where he served as Senior Director, running Peppercomm's capital markets team within the financial services practice area. He was previously a partner at Walek & Associates, most recently managing the global capital practice group. Throughout his career, he has overseen strategy, execution and crises and special situation management for leading businesses across traditional and alternative asset management, investment banking, professional services, and fintech.

Sloane & Company also announced two promotions – **Hayley Milbourn and Roger Sauerhaft to Vice President.**

Hayley arrived at Sloane & Company in January 2013 and provides strategic account management for a number of the company's media & entertainment and education clients. Her work consists of media relations, messaging, byline development and conference and award support.

Roger has been with Sloane & Company since 2013 after beginning his career with Burson-Marsteller and the Clinton Foundation. Roger works with a broad array of corporations and industry coalitions spanning the financial services, healthcare, media and technology sectors, building and implementing numerous proactive and issues management initiatives.

Brandt and Clay added, "Mike's return to our firm is exciting as it speaks to the strength and allure of the business we have built. We are thrilled to bring back a proven executive who knows what we are all about and brings new skillsets honed elsewhere. To add someone of Armel's experience and capabilities really advances our ability to serve our asset management and financial services clients. And we are really proud of Hayley and Roger's growth as they've worked hard, learned a lot and become excellent practitioners with a commitment to serving their clients."

### **About Sloane & Company**

Founded in 1998, Sloane & Company, an MDC Partners company (Nasdaq: MDCA), is an industry-leading strategic communications firm focused on Corporate Communications, Media Relations, Investor Relations, Crisis Communications and Issue Management, Shareholder Activism and Proxy Contests, Transaction Support and Public Affairs. The firm's senior leadership is actively involved in all aspects of client work, utilizing a deep understanding of the media, capital markets, and global political and social issues to build, enhance and execute communications strategies. Sloane & Company was recognized by The Holmes Report as the 2015 U.S. and Global Corporate Agency of the Year; and Crisis Agency of the Year in both 2012 and 2010.

### **Contact**

Stephanie Sabath for Sloane & Company  
ssabath@sloanepr.com  
212-446-1873