

SLOANE & COMPANY

Sloane & Company Continues Growth with Several Hires Across Corporate Communications and Digital Practices

Will Serve Expanding Client Base and Strengthen Capabilities Firmwide

New York, NY, June 12, 2019 – Sloane & Company, an industry leading strategic communications firm, today announced three new hires who will serve the firm’s growing roster of clients in its corporate communications and digital practices. Over the past three years, the firm has grown revenues in its Special Situations, Financial and Corporate Communications, Investor Relations and Public Affairs practices; added more than 15 communications specialists; elevated key members of its team; and, enhanced its capabilities including data analytics, strategic insights, and digital and social media capabilities.

The new team members have significant experience serving a wide range of clients across industries and include:

Lauren Nussbaum, Senior Vice President: Lauren joins from the communications firm Joele Frank where she advised public companies involved in transactions and special situations on corporate governance, shareholder engagement, activism defense and crisis communications. She brings significant media relations, marketing and crisis management experience to Sloane & Company, where she will advise public and private companies across a broad range of industries on integrated public relations campaigns. Previously, Lauren led global and nationwide media relations for Paul, Weiss, a premier law firm with more than 1,000 attorneys. Lauren received a J.D. from New England School of Law and a B.A. from Columbia University.

Nick Glasnovich, Senior Digital Strategist: Nick has served as a digital, marketing and communications strategist for nearly fifteen years for companies and clients across tech, healthcare, CPG, food, retail, non-profit, automotive, education, NGO and other industries. Nick is adept at using data, analytics and knowledge of trends to offer creative, innovative and effective digital content, design and strategy. Nick received bachelor’s degrees in Political Science and Communications, Legal Institutions, Economics and Government from American University.

Audrey Belloff, Vice President: Audrey joins from BCW’s (Burson Cohn & Wolfe) Corporate Practice where she focused on executive visibility and media relations for clients across a variety of industries including Nestlé Waters North America and Bank of America among others. She brings an analytical approach to corporate communications as well as significant internal and external experience. Prior to BCW, Audrey was a Senior Director in RF|Binder’s corporate and financial practice and previously held roles in business development and marketing. She received a B.A. from Tufts University.

Commenting on the announcement, Darren Brandt and Whit Clay, Co-CEOs of Sloane & Company said: “Our firm is growing and achieving new levels of success by adding senior level talent that is committed to offering solutions to our clients’ most complicated communications challenges and delivering real, measurable results. We are deliberately and thoughtfully growing by promoting from within our organization and adding members to our team who share our entrepreneurial spirit, commitment to team work and dedication to client service. We’re thrilled to welcome Lauren, Nick and Audrey and are excited to continue our growth.”

About Sloane & Company

Founded in 1998, Sloane & Company 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.

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