

SLOANE & COMPANY

Sloane & Company Announces Strategic Hires to Support Continued Growth

- Adds Key Talent to Broaden Capabilities and Serve Expanding Client Base -

NY, NY, APRIL 24, 2017 – Sloane & Company, an industry leading strategic communications firm, today announced that it has made four hires who will play critical roles in the company's continued growth and expanded client offerings.

Jenn Dahm, Senior Vice President, Director of Strategic Insights and Public Affairs: Jenn joins Sloane & Company from maslansky + partners, where for more than six years she advised corporations, industry associations and non-profit organizations on corporate messaging and how to best utilize and access market research to tell a more powerful story. Jenn will help to lead Sloane's public affairs practice and will be charged with building the firm's strategic research capability.

Greg Marose, Vice President: Greg joins Sloane & Company from Edelman's financial communications and capital markets practice where he advised clients' senior management teams on reputation building, regulatory matters and special situations. At Sloane, Greg will focus on asset management, activism, restructurings, and critical issues and transactions.

Alex Shippee, Senior Associate, Digital Strategy: Alex joins Sloane & Company from Peppercomm, where he was a digital marketing manager and guided financial services, B2B, and consumer clients on the strategic integration of digital marketing capabilities. Alex will help to drive Sloane's burgeoning digital and social media business and will be integral in helping current clients manage their digital corporate profile.

Meghan Warren, Senior Associate: Meghan joins Sloane & Company from Bliss Integrated Communication, where she developed thought leadership, executive positioning, external communications and content marketing initiatives for clients serving various sectors. At Sloane, Meghan will play a similar role, serving the firm's diverse client base.

Sloane & Company also announced two promotions – **Michelle Peters to Senior Vice President** and **Ariel Kouvaras to Vice President**.

Michelle joined Sloane in 2012 and has been advising public and private companies in the healthcare, technology, media and retail sectors on corporate positioning, thought leadership and issues management.

Ariel joined Sloane in 2015 and is focused on corporate public relations, thought leadership and content development strategy, advising public and private clients in a number of industries including financial services, technology and real estate.

Whit Clay, Co-CEO of Sloane & Company, commented, “We have a huge growth opportunity in front of us and we are investing in it - adding top-tier talent in 2017 that will help us move our firm forward by providing new energy and ideas, additional capabilities and valuable human capital to enhance our performance.”

Darren Brandt, Co-CEO of Sloane & Company, added, “We have a very strong team in place, positioning us well to execute on our growth strategy. We are building our capabilities in compelling high-growth areas such as digital and social media, public affairs, and research, and our new teammates have the right experience and expertise to help us deliver strong results.”

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