

# Company Leaders, CEOs, & Executives



Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising company leaders, CEOs, and executives on their reputations, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

## Introduction

Company leaders who are able to keep pace with rapid change will succeed, whilst those who fail to innovate will fall behind.

We have worked alongside leaders of some of the world's most successful and innovative companies, helping them constantly reinvent themselves while protecting their personal reputation from new threats.

Our CEO & Senior Executives team are strategic, inventive, and at the forefront of the latest communications techniques.

They are commercially and financially adept, sitting alongside business leaders to help them navigate fast-moving market risks as well as seeing opportunities that others miss.

## Our service

Our CEO & Senior Executives team acts for CEOs of listed companies, Board members, as well as whole leadership teams.

### Our key services include:

- Strategic advice on CEO and executive positioning;
- Setting media engagement strategies;
- Navigating career transitions and exits;
- Building investor and political stakeholder engagement plans;
- Securing Board positions and awards;
- Announcing new acquisitions and sales;
- Responding to hostile media enquiries;
- Managing your response to shareholder activism;
- Putting in place protections for your personal privacy;
- Articulating your purpose, positioning, and narrative.

The challenges and opportunities that face senior executives are unique. Every situation requires a bespoke solution, and our experienced team will devise a personalised plan of action.

## Our experience

Our CEO & Senior Executive team supports executives throughout their career, including those new to the job as well as company founders.

### Our recent highlights include:

- Supporting the CEO of a retail business articulate the commercial strategy behind a string of acquisitions, and enhancing their credentials amongst the financial community.
- Acting for the Chairman of a property business to build their commercial reputation amongst leading providers of debt for future acquisitions.
- Positioning the female leader of a \$1 billion technology start-up as a voice for Boardroom diversity across the VC space.
- Managing the communications strategy for a whole leadership team in advance of their IPO.
- Setting the media strategy for the new CEO of a listed company, ensuring they are taken seriously as a credible player with a new, forward-thinking vision.
- Securing new Board and public appointments for a veteran CEO as they transitioned from day-to-day management to a Board-level career.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

## Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

### These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

## Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

*“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”*

**SPEAR'S500**<sup>2020</sup>

*“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”*

**Family  
Capital**

*“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”*

**SPEAR'S500**<sup>2019</sup>

## For more information

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