

Entrepreneurs & Founders



Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs and founders 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

Building and scaling a business comes with unique and difficult challenges. We have worked alongside many of the most successful entrepreneurs globally to help them solve their communications challenges as well as make the most of the PR and reputation opportunities open to them.

Our Entrepreneurs team is commercial, strategic, and well-networked. We bring together decades of experience working on complicated communications briefs, blending online reputation, media liaison, and profile building and management.

Across the industry, we are known for the high-quality level and sophistication of our advice.

Our service

Our Entrepreneurs team is able to advise and support founders across a range of different challenges.

Our key services include:

- Strategic communications advice on personal positioning;
- Managing hostile media inquiries;
- Securing coverage through selective PR;
- Enhancing your reputation with investors and financial institutions;
- Announcing acquisitions and business sales;
- Managing challenging business challenges and crises;
- Communicating during succession events;
- Transitioning from one phase of your career to the next;
- Attaining Board positions and NEDs;
- Enhancing credentials through awards.

Every situation is unique, and we are able to bring our expertise to bear on commercially complicated, market-sensitive matters, plotting a strategic way ahead to protect entrepreneurs and their businesses.

Our experience

We have supported entrepreneurs and founders at various stages of their careers.

Our recent highlights include:

- Advising the founder of a multi-billion dollar technology start-up on repositioning themselves as an investor after the sale of their business.
- Coordinating the communications strategy and media liaison during the high-profile collapse of a client's business, including ensuring that the challenging event did not impact the client's long-term reputation.
- Executing all the communications and press liaison during the sale of a client's business, ensuring that the event was seen in a positive light rather than as a distressed sale.
- Supporting a high-profile individual in their transition from an active day-to-day CEO of a business to a diversified career, blending a range of different Board positions.
- Acting for a start-up founder to manage the public, political, and press interest in them after their raised capital at a valuation in excess of £1 billion.

We are highly connected within the business and entrepreneurial community in the UK and internationally, and often work alongside legal advisers, auditors and financial advisers, and the capital-raising community.

We are able to provide our entrepreneurial clients with important connections to the rest of the advisory space, helping them further build and scale their businesses.

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'S500²⁰²⁰

“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'S500²⁰¹⁹

For more information

Jordan Greenaway
Managing Director

+44 207 556 1041
jordan.greenaway@transmission-private.com

Luke Thompson
Head of Client Services

+44 207 556 1043
luke.thompson@transmission-private.com