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**2019**

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## An Overview to Litigation PR & Communications

Contributed by PRCG Haggerty

### About the Author

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Jim Haggerty is an attorney, communications consultant and author with more than 25 years of experience counseling corporate, nonprofit and individual clients in diverse industries, including sports, financial and professional services, tech, healthcare and the environment. In the area of litigation communications, Jim has consulted on some of the largest cases of their kind in history, including one of the largest global criminal fraud cases, the largest intellectual property verdict and the largest case ever filed against the US government. In 2017, PR News named Jim as one of their “50 Game Changers of PR” for his work as a “pioneer” in the field of litigation communications. In 2019, the American Bar Association will publish the third edition of Jim’s landmark book *In the Court of Public Opinion: Winning Strategies for Litigation Communication*, which the Financial Times has called “the perfect handbook for this age of show trials.” He is also the author of *Chief Crisis Officer: Structure and Leadership for Effective Communications Response* (ABA Books, 2017), which takes a broad look at crisis communications.

What is litigation communications? To some, it is writing a press release or statement in response to an incendiary legal filing lodged by an aggressive plaintiff’s lawyer. Or a press conference on the courthouse steps to announce the filing of a lawsuit. Or, perhaps, a late-night shouting match on a cable news network over the latest US Supreme Court ruling.

In truth, while each of these events may occur during the course of a legal dispute, litigation communications as a discipline is far more than this. For litigators—and particularly for those operating in the US—litigation communications is a far broader strategic discipline. Indeed, it is often a critical part of the overall litigation management process, as important to the case as aggressive factual investigation and legal research, retaining the right experts, or utilizing effective document management technology. Planning and proper resources are key.

Thus, in the new edition of my book *In the Court of Public Opinion: Winning Strategies for Litigation Communications* (ABA Books, 2019), litigation communications is defined as:

**Managing the communications process during litigation or other adjudicatory proceedings so as to affect the outcome or its impact on the client’s overall reputation.**

Why is communicating properly important? One reason is that most cases will never see the inside of the courtroom—at least not for trial. In the US, it is estimated that more than 95% of legal actions settle before trial or other formal adjudication. Thus, the court of public opinion is often the only forum where guilt or innocence (or, in the civil sense, liability) is ultimately assigned. More than this, however, the way a case is managed publicly can have a significant impact on the perspectives and negotiating position of the parties when they eventually reach the settlement table. For example, if a defendant in civil litigation in the US has been publicly battered in the media (social media included) for months, that party’s settlement posture will be far different than if such public condemnation had been avoided. Alternately, if a defendant can show plaintiffs’ lawyers that their skill and ability at handling the communications aspects of litigation will make it harder to “try the case in the media,” plaintiff’s posture throughout the litigation—and the level of resources opposing lawyers devote to a particular case—can change dramatically. Put simply: without the prospect of a quick and easy payoff, plaintiffs’ lawyers often lose interest. For both plaintiffs and defendants in litigation, therefore, managing the process effectively can have a considerable impact on its ultimate resolution.

This has never been more true than in this age of social media, smartphones and a 24-hour news cycle, where lawsuits are brought more quickly than ever—and launched into the public spotlight even faster. For defendants, a successful litigation communications strategy can help mitigate the damage caused by lawsuits. It can mean the difference between a “blip” of media coverage and a full-blown reputational disaster. The key lies in effectively communicating to the right audiences, including external audiences such as the media or internal

audiences such as employees or investors. Having a plan in place for litigation communications response can be one of the most valuable defense mechanisms against reputational damage as a legal dispute progresses.

### Lawyer and Client Resistance to Litigation Communications

The above no doubt makes sense, but in many circumstances, the public aspects of legal disputes are waved away as mere window-dressing or left until after the “real” legal strategy has been completed. Having worked with lawyers and their clients in high-profile litigation for more than 20 years now, I can firmly assert that this approach is short-sighted. . . and often disastrous.

This attitude is frequently expressed by lawyers and clients alike in some form of the following clichés:

1. The best public response during litigation is “No comment.”
2. Fighting this case only really matters in the courtroom.
3. My attorney will handle all press.
4. It is unproductive to pay attention to social media during litigation.
5. This too shall pass; all we can do is keep our heads down.
6. The media will write what they will; there is no way to control media coverage of this issue.

All of this is wrong. There is simply too much attention paid these days to commercial disputes, including those that end in litigation. Lawsuits of all types and sizes are becoming big news in business, trade, and general interest media. To quote a federal district court judge in New York: “advocacy of a client’s case in the public forum will be important to the client’s ability to achieve a fair and just result in pending or threatened litigation” and “dealing with media in a high-profile case is not a matter for amateurs.”

In truth, even the best litigators can be remarkably deaf to public perceptions of litigation. While they are tirelessly working to gain an edge on their opponents in the courtroom, they often neglect the public relations aspects of their cases. Part of the problem is that most top litigators came out of law school in the 1970s and 1980s (or perhaps, these days, the early 1990s) when there was no Internet, no 24-hour cable news, and generally very little business news coverage of court cases. Thus, they never learned about these things during legal training—and were, in fact, likely mentored by litigators who came of age in the 1960s or 1970s. Litigation communications professionals look to combat this problem by taking a holistic approach to this critical aspect of modern litigation, including by monitoring media and social media coverage, fostering productive interactions with reporters and editors, framing the issues in the mind of the public before litigation is underway, and otherwise ensuring that their clients’ point of view is presented correctly and throughout the dispute. It is

this strategic overlay to the management of perception during litigation that is essential to success but often overlooked in the heat of an adversarial legal battle.

Framing issues properly and communicating messages quickly and clearly to the public is no easy task, but in the digital age, when media coverage emerges just minutes or hours after any given development in a case, speed and clarity are critical. Getting ahead of coverage by providing audiences with the documents and facts they need, along with a summary of what *you* want them to *learn* from this information, is crucial to controlling public perception of any legal dispute.

### Framing the Story

*“Just send the media the briefs and exhibits. After the reporters read all that, they’ll understand.”*

This, too, is a dangerous attitude. Distilling your story for outside audiences is the only way to ensure that they understand the strengths of your argument and your client’s reasons for taking the position they have taken in the litigation. We want your narrative cemented in the minds of the stakeholders who will influence perceptions regarding the legal dispute. We want it repeated; we want it understood. We often call this the “mantra” of the case.

Moreover, it is a common misconception that a particular event or situation either is news or isn’t, and that there’s no way to influence (1) whether a story is written; (2) how issues will be framed in the public’s mind; or (3) how big it will be. This is the “you can lead a horse to water, but you can’t make it drink” attitude, which can lead to huge missed opportunities for positively impacting perceptions during litigation. To communicate the facts you want to get across in a way that media and other public audiences understand, litigation communications has to be much more sophisticated than just sending thousands of pages of court filings and back-up documents to media and other audiences—the “spaghetti on the wall” approach—or the traditional PR firm formula of (1) writing a press release; (2) compiling a media list, (3) sending out the release, and (4) repeating as necessary. We call this the “lather, rinse, repeat” approach to public relations, and while it may work when you are promoting a simple product like shampoo, it is far less effective in the face of complex litigation, with layers of fact and law that need to be reinforced over weeks and months as a case progresses.

A much more productive strategy is to develop a core message and then target specific media outlets that will be most helpful in reaching target audiences. Considering your target audience first, then communicating what matters about your case to them can vastly impact public perceptions on your legal dispute and the issues at the heart of the case. It won’t make a weak argument strong, but finding the right information in the thousands of pages of documents surrounding your issue can mean the difference between success and failure as a mat-

ter moves forward. Litigators in the midst of their work often “can’t see the forest for the trees,” getting caught up in the intricate details of the case that will help them win in court, rather than the overarching message that will earn them favor in the court of public opinion. Curating and disseminating this message is the craft of a litigation communications professional, and leaving this work to seasoned professionals saves time and effort on the part of the litigators.

### **Trend: The Convergence of Litigation Communications and Crisis Communications**

Litigation PR has some overlap with the broader practice of crisis communications—a well-known subset of public relations since, at least, the famous US cyanide in the Tylenol incident of the early 1980s. Crisis communications is defined as the process of ensuring an effective communications response to an unstable or critical state of affairs that threatens to have an undesirable or negative impact on an organization’s reputation, business or goals. Needless to say, a media circus surrounding a lawsuit can threaten such damage to reputation—especially when a case involves a prosecutor willing to cause a ruckus to further their career or political goals. Thus, as in crisis communications, it’s important during litigation communications to have a plan and team in place for dealing with media, and it’s vital that each member of this team communicates the same core message to the media. To this effect, all facts must be assembled to ensure that only accurate information is flowing to public audiences.

Since legal issues are often intertwined with the physical event at the heart of what is typically considered a “crisis,” an organization’s strategy must often combine elements of both litigation and crisis PR. Additionally, in the digital age when stories can be published with increasing rapidity and then go viral in a matter of minutes or hours, developments in a legal dispute can become reputational crises themselves. Thus, the line between litigation communications and crisis communications is blurring, and experts versed in both fields tend to be those most equipped to handle public relations throughout a litigation.

That being said, litigation communications differs from crisis PR in several key ways. First of all, a lawsuit unfolds over months and years, so it can’t be treated in the same way as a crisis that explodes over hours or days. Communication during litigation requires constant exertion of pressure to follow the ebb and flow of the litigation itself. Since the story is much more stretched out, litigation PR is less event-driven than traditional crisis communications and cannot revolve around a one-time event that will be slowly forgotten as the case winds its way through the legal process.

Additionally, since legal issues are generally more complex than other crises, it’s even more important to work on finding a way to quickly, convincingly and effectively communicate

facts to public audiences in an understandable fashion. Litigation PR specialists are therefore differentiated by their ability to distill the complexities of a particular court case into an easily digestible format. Finally, while in crisis communications it’s beneficial to have the CEO or organization head act as the spokesperson during a crisis, the client is not always the most appropriate spokesperson in litigation communications. Trial lawyers will have the best handle on the case; thus, they are often the experts from whom reporters will most want to hear.

### **Trend: The Digital Age and the Need for Speed**

In the digital age, when news outlets post new stories minute-by-minute rather than once a day, media face rolling deadlines and the looming threat that another media outlet will beat them to the story. Put simply, members of the media want the truth, they want it now, and they want it in a form that’s useful to them and their audience. It’s crucial to organize the facts into a core message so that only correct information is communicated to the media.

In addition, reporters and other key influencers face word limits and, if they engage in social media, Twitter’s 280-character limit. With an audience that is endlessly scrolling through social media or news aggregator apps, reporters have only a few sentences (or a few seconds, in the case of video-format stories) to grab the attention of potential readers. What they need most are the bits and pieces of information about litigation that will interest their audience. Time is of the essence; with pressing deadlines, those influencing perceptions surrounding your matter have less time than ever to sift through reams of highly complicated legal information to uncover the story within.

### **Trend: More Often Than Not, Litigation Makes the News**

The rise of business-, legal- and social-media platforms have altered the landscape of the practice of law. The past few decades have given rise to thousands of trade publications, now all online and accessible through social media platforms. These include many media outlets devoted to legal news, as well as business news in an endless variety of industries. As litigation has become central to US commercial and economic life, business news in the US necessarily includes legal news. Readers of business and legal trade outlets, and followers of business and law reporters on social media, are specifically interested in the stories produced around litigation. This new supply of and demand for legal news has one inevitable consequence: while you can hope that litigation will or will not garner media attention, you can no longer ever assume that a lawsuit will not make the news.

While these publications have smaller audiences than the major newspapers, their readers are specifically interested in the subject matter they are reading. This means that a story

in a legal news outlet may only be read by a few thousand people, but these readers are more engaged in the story than the average reader of a major newspaper would be. Thus, these smaller outlets provide an efficient way to reach target audiences. Don't neglect reaching out to trade publications for coverage because of their small circulation numbers; one interested reader can often be more valuable than a hundred disinterested ones.

## Conclusion

The practice of harnessing the power of media to target specific audiences can influence public perception of a legal issue. This practice, litigation communications, is a relatively new field, having appeared only within the last 30 years, and—

quite naturally—coinciding with the explosion of media and information over the same time period. Indeed, recent changes in media have greatly altered the practice of litigation communications. As more and more crises involve legal issues, litigation and crisis communications are converging. Digital and social media have also changed the speed at which news is released, increasing the need for rapid communication of core messages. Finally, the rise of trade publications has opened a new path towards reaching target audiences. Both parties and their legal counsel should understand the manner in which public attention has changed the way litigation is both perceived and managed, and take all the necessary steps to ensure the proper impact on the case, as well as overall reputation.

## LITIGATION FUNDING

Litigation Funding
Leading Firms
<b>Band 1</b>
Bentham IMF *
Burford Capital
<b>Band 2</b>
Lake Whillans Litigation Finance LLC
Longford Capital Management *
Therium Capital Management *
<b>Band 3</b>
Parabellum Capital
Vannin Capital LLC
Woodsford Litigation Funding
Leading Individuals
<b>Band 1</b>
Bogart Christopher Burford Capital
<b>Band 2</b>
Blinderman Eric Therium Capital Management
Chock Allison K. Bentham IMF
Will Aviva Burford Capital
<b>Band 3</b>
Nicolas Michael A. Longford Capital Management *
Shams Howard Parabellum Capital
Sutton Ralph Validity Finance LLC (ORL) ◇ *
Weinstein Boaz Lake Whillans Litigation Finance LLC
* Indicates firm / individual with profile.
◇ (ORL) = Other Ranked Lawyer.
Alphabetical within each band. Band 1 is highest.

### Band 1

#### Bentham IMF

See profile on p.54

Bentham IMF is the US arm of IMF Bentham Limited, which is listed on the Australian Securities Exchange. They are the longest-established major funder, having been around

since the late 1990s.

They have US offices in New York, Los Angeles, San Francisco and Houston, and are known as “top-notch” operators with “insightful and experienced” lawyers working for them.

#### Strengths

Clients are impressed with their style of work and flexibility, with one commenting that they “have been very responsive, diligent and helpful in analysing the claims. They spot issues we don't see on the first read-through.”

They often go beyond simply providing funding for a case, with one insolvency lawyer commenting: “They helped the client remain solvent through proceedings. I was shocked that they were accommodating enough to do that.”

#### Work highlights

Funded a matter involving antitrust claims relating to price fixing and collusion, committing to the provision of USD1.5 million.

#### Notable practitioners

**Allison Chock** is the chief investment officer and legal counsel for IMF Bentham's US subsidiary. She brings to the role her experience as a trial attorney first with Latham & Watkins and then with the boutique litigation firm Hennigan, Bennett & Dorman. She personally manages a multimillion-dollar investment portfolio for Bentham.

She is a respected figure in the US market and has “done a great job of keeping Bentham at the front of the conversation,” while enabling a culture that is “exceptionally client-focused and takes every relationship seriously from the first call.”

#### Burford Capital

Burford Capital are the largest litigation funder in the world and are publicly listed on the New York Stock Exchange. With over USD3 billion in capital committed, they are a heavyweight player in the litigation funding space.

They provide a range of additional services besides litigation finance, including balance sheet capitalisation, claim monetisation and a top-tier asset tracing team.

#### Strengths

They are widely recognised for their “sophistication and expertise,” with one client saying that they are “the absolute best choice for a bespoke approach to litigation funding.” Their expertise particularly draws praise, with commentators saying: “They have subject matter experts in both litigation and arbitration.”

A number of clients who have worked with them indicate that Burford would be their “first port of call for litigation funding.”

#### Work highlights

Entered into a portfolio agreement with Hausfeld worth EUR30 million to fund claims and to help with their expansion in the German market.

#### Notable practitioners

**Christopher Bogart** is one of the co-founders of Burford Capital and its CEO. Prior to starting Burford in 2009, he was executive vice president and general counsel of Time Warner. He also brings substantial experience as a litigator from his time at Cravath, Swaine & Moore.

Market sources say he is “to the point and incisive. He possesses first-rate legal ability and provides top-notch legal analysis.” His pio-

neering approach sets the tone for Burford as an organisation.

**Aviva Will** is the senior managing director at Burford responsible for the fund's underwriting and investment activities. Her experience as a senior litigator at Cravath, Swaine & Moore and as assistant general counsel at Time Warner gives her a deep understanding of both the corporate and legal sides of a case. She receives praise from clients, with one saying: *"She is excellent, with a really good demeanour about her. Extremely responsive and always willing to work with us to figure out a way to fund matters in a way that works for everyone."*

She is also the driving force behind Burford's Equity Project, an initiative designed to help close the gender gap in law by providing a USD50 million pool of capital earmarked for financing matters led by women.

## Band 2

### Lake Whillans Litigation Finance LLC

Lake Whillans Litigation Finance is a well-respected litigation funder with offices on both the East and West Coasts. It is known as a "selective" and "smart" outfit that usually targets cases the USD1-15 million range.

Their relatively smaller size allows them to be flexible and to react faster than some of the bigger funders. They have a focus on transparency and tend to concentrate on cases where there is a core business dispute.

Sources remark that *"they are very sophisticated, good people there. An example of patient capital."*

#### Notable practitioners

**Boaz Weinstein** is one of the co-founders of Lake Whillans and was formerly a litigator at Cleary Gottlieb. He is experienced in handling high-profile securities class action litigation and complex commercial arbitrations. Boaz is widely recognised as a "great operator" and praised for deploying *"patient capital and handling sophisticated matters."*

### Longford Capital Management

#### See profile on p.59

Longford Capital Management are experienced litigation funders based in Chicago, with total capital raised exceeding USD500 million. They are known for their *"significant flexibility and willingness to structure funding deals to the matter at hand."*

They fund a wide range of matters but are one of the few funders to back significant numbers of intellectual property cases.

#### Strengths

Commentators highlight their *"responsive*

*and supportive"* team featuring lawyers with significant trial experience who, clients say, *"understand the issues and strategy, and get to the heart of the matter quickly."*

They are also praised for the quality of their due diligence processes and their use of both *"internal and external sources to get a clearer picture of the matter at hand."*

#### Notable practitioners

**Michael Nicolas** (see p.52) is a co-founder and the managing director at Longford. He was formerly a trial attorney with more than 15 years of experience dealing with corporate clients at Neal, Gerber & Eisenberg.

Market sources describe him as *"terrific – he understands the dispute, the client and the process. Supportive but not a micromanager, he trusts the attorneys to do what they think is right."*

### Therium Capital Management

#### See profile on p.39

Therium is a well-known UK funder that has significantly built up its presence in the USA over the past few years. They are described as *"constructive and flexible,"* with substantial experience in international disputes.

#### Strengths

Therium are recognised as a *"highly sophisticated player in the international arbitration space."* Practical and flexible when it comes to negotiations, they *"understand that no two disputes are ever the same – they take a more nuanced approach to every case."*

Unlike many other funders, they are often willing to completely underwrite the value of a case if it passes due diligence. *"Their willingness to be flexible on various terms both financial and other stands out in the market,"* say interviewees.

#### Work highlights

Therium funded thousands of shareholders, including a significant number of pension funds and institutional investors from the USA, in a class action against Lloyds Banking Group with regard to breach of fiduciary duty. The claim is for up to GBP600 million.

#### Notable practitioners

**Eric Blinderman** leads Therium in the US, and brings a wealth of international experience to the role from his former positions with the US DOJ and Proskauer Rose. He served as the principal US attorney responsible for advising on all matters of law and procedure in the trial of Saddam Hussein and seven co-defendants.

He is praised for being a *"cut above the rest"* and for having *"a unique profile in litigation funding."*

## Band 3

### Parabellum Capital

Parabellum Capital are a funder with a great deal of experience in the US market. They have been in the market since 2012 and recently raised a new fund worth USD300-500 million.

#### Strengths

Commentators speak highly of their experiences, saying the firm *"definitely knows what it is doing"* and is *"a fine group – I think highly of them as professionals."* Parabellum's senior figures are among the pioneers of litigation funding in the USA, and the fund are among the few firms that do not shy away from funding patent litigation cases.

They also provide insurance coverage with every funding arrangement originating from their most recent fund.

#### Notable practitioners

**Howard Shams** is the co-founder and CEO of Parabellum Capital. He formerly co-founded the legal risk strategies and finance business at Credit Suisse in 2006, which was the first institutional commercial litigation finance group of its kind in the USA.

He is recognised in the market as *"an innovator in this asset class and one of the top people in the space."*

### Vannin Capital LLC

Vannin Capital enjoys a growing reputation in the US market, in which it operates from two offices in New York and Washington, DC. Clients remark that their substantial expertise in the UK and in international arbitration gives them credibility in the USA.

#### Strengths

Commentators are appreciative of the care taken in Vannin's due diligence process, with one saying: *"They have a deep understanding of the case law and evidentiary requirements. They made our case better by really drilling down into the important aspects of it."*

Clients also tout their expertise in international arbitration matters, lauding them as *"creative and extremely knowledgeable about international arbitration funding."*

#### Work highlights

Vannin has recently backed a variety of claims from a bilateral investment treaty dispute to a case involving technology licensing. Both matters are valued at over USD100 million.

### Woodsford Litigation Funding

Woodsford Litigation Funding are a privately backed UK litigation funder making inroads into the US market. Interviewees remark that they are *"without question an emerging fund in the US litigation funding space."*

They offer both single-case funding as well as

firm-wide portfolio funding deals.

### Strengths

Along with their ability to draw on their global offices for cross-border cases, clients report that they are “very easy to work with” and “quick to turn around an opportunity.”

### Other Ranked Individuals

**Ralph Sutton** (see p.52) is the founder and CEO of Validity Capital. Having previously worked at Bentham IMF, and before that the legal finance department at Credit Suisse he co-founded in 2006, he is vastly experienced in the field.

Sutton is described as “a veteran of the space” and “one of the elder statesmen.” One appreciative client says: “He had all the characteristics I was looking for. He was genuine about understanding the cases and showed a willingness to look at a matter from both his and my perspectives.”

## eDISCOVERY

eDiscovery
<b>Leading Firms</b>
<b>Band 1</b>
EY
FTI Consulting
H5
Stroz Friedberg
<b>Band 2</b>
BDO USA LLP
Deloitte
iDiscovery Solutions, Inc.
KPMG
<b>Band 3</b>
AlixPartners *
Consilio *
Epiq
HaystackID
Lighthouse
Meta-e Discovery LLC *
PwC
<b>Band 4</b>
Driven
KLDDiscovery
NightOwl Discovery
<b>Leading Individuals</b>
<b>Band 1</b>
Prasad Ashish HaystackID
Regard Daniel iDiscovery Solutions, Inc.
Schwarz Eric EY
<b>Band 2</b>
Favro Philip Driven
McVoy Paul Meta-e Discovery LLC
Socha George BDO
<b>Band 3</b>
Emory Tara S. Driven
Kruse II Warren G. Consilio *
* Indicates firm / individual with profile.
Alphabetical within each band. Band 1 is highest.

### Band 1

#### EY

EY boasts a market-leading eDiscovery practice with digital forensics team members located in 75 locations around the world supported by 19 data centres. EY services a wide range of corporate legal departments and law firms, and is known among interviewees

as “doing great work, especially on the collection side and forensics.” Their services run the gamut of eDiscovery, including TAR, forensics and managed document review, implementing a number of vendor products where appropriate.

#### Notable practitioners

**Eric Schwarz** is a principal at EY with nearly 30 years’ experience in the eDiscovery space. He is described by one admiring interviewee as “awesome,” while another client remarks that “Eric has a good reputation – he’s in the top tier.” Schwarz is a founding member of the first and sixth Sedona Conference Working Groups.

#### FTI Consulting

International consultancy FTI provides a vast array of professional services with the firm’s practices combining to create solutions for clients. FTI is described as a “consulting consortium with smart people” and has a strong reputation in the eDiscovery space. The firm is held in especially high regard for its global scale and reach, with 17 global locations, including ten in the USA, employing more than 500 eDiscovery specialists.

#### H5

H5 is at the forefront of advances in technology assisted review and offers a unique blend of linguistic and statistical analysis as part of its sophisticated services.

Sources roundly praise H5’s practice, with one peer reporting: “I love those guys and how they implement their search. I’ve been impressed whenever I get to go against them in cases. They’re easy to work with and a good model of how you should be in our market.” A client expands, stating how “H5’s analytics are very much top of the market, they are unmatched. Also, their tools are highly replicable and perform in a lot of different contexts, which is important to us. On the eDiscovery side they are one of the top firms, but what distinguishes them is their analytics.”

**Work highlights**  
Supported counsel for a large healthcare provider in conducting an internal investigation

into improper diagnosis practice, which may have amounted to a violation of the False Claims Act. H5 applied its Key Document Identification process in reducing over 2.3 million documents to around 5,000 documents of direct pertinence to the investigation.

#### Stroz Friedberg

A global technical consultancy specialising in cybersecurity, Stroz Friedberg has an outstanding market reputation in the fields of digital forensics and eDiscovery. The firm has four international eDiscovery data centres, twelve forensic labs and over 500 employees. One source reports: “They are my go-to for forensic work,” saying: “I would consider them for really complex data.”

Peers say: “Stroz Friedberg has great capability, excellent experts, good scale and is excellently positioned in the top tier in the US.”

### Band 2

#### BDO USA LLP

BDO’s forensic technology services practice has a well-regarded group of eDiscovery experts, with key strategic relationships with a plethora of digital forensics and eDiscovery service providers. The firm is praised for both its international and domestic capability, with 60 US offices and in excess of 100 forensic technology specialists. Clients describe BDO as having “really strong consultants – when you need expert witnesses and the data interrogated, I think BDO is the right choice.”

#### Notable practitioners

**George Socha** is “well known in the industry” and the managing director of BDO’s forensic technology services practice. He is a senior figure with a strong reputation for his experience in giving expert testimony. One interviewee states: “He is known as an expert, both on the speaking circuit and also as an expert witness.”

**Deloitte**

Professional services giant Deloitte offers a high-level eDiscovery practice in the US market. Their international reach makes the firm attractive to global corporations, particularly those facing multi-jurisdictional matters. One peer reports: *“I consider Deloitte our top competitor due to their global reach, their capability and the number of professionals.”* A client says: *“Deloitte is an international, across-the-spectrum group that can also do review.”*

**iDiscovery Solutions, Inc.**

A highly regarded player in the US market, iDiscovery Solutions provide a full range of eDiscovery services, excelling at consulting and the provision of expert witness testimony. Clients praise iDiscovery, calling them their *“go-to firm for forensic analysis,”* highlighting how *“one of their big strengths is visualising and mining data.”*

One interviewee reports: *“They have good reputations. Dan and his team do some very cool things with structured data – quite complex, niche eDiscovery.”*

**Notable practitioners**

**Daniel Regard** is well regarded as *“one of the early pioneers”* in the eDiscovery industry and draws particular praise for his forensic skill and for giving expert testimony. One source remarks how *“Dan is a respected thought leader. He’s well known for expert defence process.”*

**KPMG**

International professional services firm KPMG’s eDiscovery team is integrated into a wider forensics group, offering clients a full array of discovery services. KPMG’s global presence of 42 forensic practices and forensic professionals in more than 100 countries makes them a valued eDiscovery service provider for large international corporations, especially for cross-border matters.

One eDiscovery lawyer reports that Deloitte *“has a strong offering with good consultants alongside good project management, which is something that is overlooked a lot.”*

**Band 3**

**AlixPartners**

**See profile on p.53**

AlixPartners co-ordinates a large global team of over 250 eDiscovery specialists from its New York headquarters, complemented by the firm’s strong capabilities in computer forensics and structured data analysis. The firm is able to handle complex cross-border mandates, drawing on offices in Europe, Asia and the Middle East in addition to its loca-

tions in the Americas.

One lawyer reports: *“I especially like AlixPartners for database work.”* Another interviewee recounts: *“I like them a lot, they do a great job. Their service is consistent, which is important for us.”*

**Consilio**

**See profile on p.56**

Described by peers as *“big players in our industry,”* Consilio merged with Advanced Discovery in March 2018 to create a team of over 2,500 employees operating in 11 countries. The firm also recently acquired DiscoverReady, an eDiscovery, document review and compliance solutions provider. An interviewee states: *“I’ve had a good experience with Consilio. I’ve worked with them a couple of times, mostly for managed review pieces – they are service-oriented and try hard,”* with another citing their strong reputation, *“especially for international work.”*

**Notable practitioners**

**Warren Kruse** (see p.52) is a well-known individual in the eDiscovery industry and described by interviewees as *“a go-to, especially for forensics. If I have a thorny case that requires a testifying expert who will write a report and ultimately back it up with effective testimony, I’d go to him.”*

Another source reports: *“He is very, very smart with forensics, very knowledgeable and has the right temperament – since you go to him when things are going to hell.”*

**Epiq**

With over 30 years of experience, Epiq is a well-established name in the global eDiscovery market. They offer a full range of discovery services alongside other administration and business operation functions. With over 80 offices and 5,500 employees worldwide, they are well suited to handling almost any scope of matter. One commentator describes them as *“a larger player that handles a wide variety of matters, both small and large-scale, while also providing advanced analytics services.”*

Epiq have particularly made a name for themselves in the bankruptcy space, being described by sources as the *“go-to provider”* in the field.

**HaystackID**

HaystackID was set up in Boston more than ten years ago and has since established offices in multiple countries around the world. With the acquisition of eTera Consulting in January 2019, they strengthened their suite of services in the eDiscovery space. Commentators remark that they are *“capable of handling a big case from a logistics and capability stand-*

*point.”* They are well regarded as a *“known quantity”* in the market structured in such a way as to be able to offer competitive pricing for their services.

**Work highlights**

HaystackID assisted a large financial services corporation in the collection, processing and hosting of a large amount of data in preparation for an SEC investigation.

**Notable practitioners**

**Ashish Prasad** is the vice president and general counsel of Haystack ID. He is an experienced operator and recognised thought leader in the eDiscovery market. He is well regarded as a consultant and is described as *“having a broad swathe of consulting skills, while being very experienced in the managed document review space.”*

**Lighthouse**

Lighthouse is a fast-growing eDiscovery company that provides information governance and eDiscovery services to Fortune 500 companies and leading law firms. They are known for being able to handle heavy workloads, with one lawyer saying: *“They are one of the firms we see all day long in our practice. Our clients go to them time and time again.”* Lighthouse has developed a strong reputation in the market, receiving praise for its *“deep bench of strong professionals who are super responsive and get things done effectively.”*

**Meta-e Discovery LLC**

**See profile on p.60**

Based in New York and Connecticut, Meta-e Discovery is a firm that predominantly focuses on the plaintiff side of the eDiscovery Bar. They are a well-respected firm, roundly praised by the market for their technical strength. One commentator says: *“They know how to slice and dice data – they are one of the premier experts on technology-assisted review.”* They receive glowing praise for their flexible and responsive approach, with numerous clients expressing great satisfaction. One says: *“They are fantastic. There are so many choices, yet I continue to go with them,”* with another saying: *“They help us make sure we are putting the process in the correct way, and ensure that when it gets to the back end, it is organised in a logical and coherent way.”*

**Work highlights**

Meta-e Discovery continued to assist on behalf of plaintiffs in the Flint water litigation, collecting data and managing the review of client documents for production. They have also helped draft and negotiate the ESI protocol, the search protocol and the technical production specifications.

**Notable practitioners**

**Paul McVoy** is the CEO and founder at



Meta-e Discovery. He receives much praise for his expertise in the sector, with one client calling him “a *wealth of knowledge*,” while another says: “*When I have a question, I can either look it up or I can just email Paul and get a response quickly.*” Along with his expertise he is also well recognised as being a pleasure to work with, with one client remarking: “*He has a powerful combination – someone who is sophisticated and has seen a lot of what defendants have done to try to hide the ball.*”

**PwC**

As one of the Big Four auditing firms, PricewaterhouseCoopers provides eDiscovery under its digital forensics arm. They are able to leverage their global capabilities to help find bespoke solutions to clients’ eDiscovery issues. They are known for their strong track record in assisting in the defence and for working in conjunction with their investigations practice. PwC are well regarded by the market for their “*awesome capabilities along with the size, scale and range of matters*” that they do.

**Band 4**

**Driven**

A boutique eDiscovery firm based in the DC area, Driven provide a complete suite of products and services to help clients with information governance and eDiscovery matters. Their market profile has grown in recent months, with one interviewee reporting: “*We’re starting to hear more from them.*” They are especially well known for the quality of their commodity and attorney review services.

**Notable practitioners**

**Philip Favro** is a consultant at Driven, and brings years of experience in the eDiscovery space. He is well regarded by those in the market as a “*top-notch practitioner*” and as a “*thought leader*” in relation to the processes and technical elements of technology assisted review.

**Tara Emory** is the director of consulting at Driven. She is able to draw on experience gained in her former role as an antitrust associate at Skadden to bring practical litigation experience to the table, and attracts praise from interviewees, who say: “*She is awesome – she’s building a really great consulting group there.*”

**KLDiscovery**

KLDiscovery was formed when two industry veterans, Kroll Ontrack and LDiscovery, merged in 2016. They are a well-respected firm with a global reach spanning 20 countries and over 40 offices. They are recognised as “*one of the biggest players*” in the space, with the size and expertise to handle a wide range of matters of differing scale. Sources remark: “*They’re a huge giant – they’re great and have some very, very smart people.*”

**NightOwl Discovery**

Founded almost 30 years ago, NightOwl is an eDiscovery firm headquartered in Minnesota with offices across the USA and Europe. They have garnered a good reputation in the market for their “*collaborative*” working style, and for “*taking on a lot of work that has international exposure.*” One peer reports: “*I am impressed with NightOwl. I have become more familiar with them over the past couple of years, and some of the things they are doing are very good.*”

**PR & COMMUNICATIONS**

PR & Communications
USA – Nationwide
Leading Firms
<b>Band 1</b>
Brunswick Group *
Ripp Media
Sard Verbinen & Co *
<b>Band 2</b>
Edelman
Infinite Global
PRCG Haggerty *
Sitrick and Company *
Trident DMG
<b>Band 3</b>
Finsbury *
FTI Consulting
Hellerman Communications
Kekst CNC
<b>Band 4</b>
KARV Communications *
Levick
Rubenstein *
* Indicates firm / individual with profile.
◇ (ORL) = Other Ranked Lawyer.
Alphabetical within each band. Band 1 is highest.

PR & Communications
USA – Nationwide
Leading Individuals
<b>Band 1</b>
Davis Lanny Trident DMG
Moskowitz Ellen Brunswick Group *
Ripp Allan Ripp Media
Sitrick Michael Sitrick and Company
<b>Band 2</b>
Fielding Jeremy Kekst CNC
Haggerty James F. PRCG Haggerty
Sard George Sard Verbinen & Co
<b>Band 3</b>
Diaferia Jamie Infinite Global
Hellerman John Hellerman Communications
Loeb Harlan Edelman
<b>Band 4</b>
Frank Andrew KARV Communications
Frank Joelle Joelle Frank Wilkinson Brimmer (ORL) ◇
Goldberg Adam Trident DMG
Heller Risa Risa Heller Communications (ORL) ◇
Holmes Paul Finsbury *

**Band 1**

**Brunswick Group**

See profile on p.55

Brunswick Group is a prominent communications consultancy, internationally renowned for its corporate reputation management. Brunswick’s litigation and disputes clients are typically blue-chip multinationals facing high-profile commercial crises and cross-jurisdictional legal proceedings.

One lawyer reports: “*Brunswick are top tier. They are an expert, elite firm with global capabilities. Brunswick is our top choice. In my view they are the best at handling litigation communications.*”

**Work highlights**

Brunswick advised AT&T on its communications strategy for the telecom giant’s acquisition of Time Warner and the subsequent legal proceedings initiated by the United States Department of Justice.

**Notable practitioners**

**Ellen Moskowitz** (see p.52) is a co-leader of Brunswick’s global litigation communications

and crisis teams. The in-demand Moskowitz expertly advises multinational companies through complex, multi-jurisdictional criminal, civil and regulatory proceedings. *"Moskowitz has incredible connections with top-tier media. They trust her and respect her,"* notes one client.

Another source comments: *"Moskowitz is both a very talented lawyer and a very talented communications professional. That blend of skills allows her to build relationships with counsel and with communications people. She is an exceptional team leader."*

## Ripp Media

Ripp Media is a New York-based legal PR and litigation communications boutique. Its experienced staff consists of former journalists and attorneys who advise clients across multiple industries and jurisdictions.

One lawyer client comments: *"I can always count on Allan and his team to be really smart and really connected. Their client service is outstanding. They are excellent in terms of counselling, planning and knowing the best places to go with stories."*

### Work highlights

Acted for Labaton Sucharow in publicising a securities class action against Tesla and its CEO Elon Musk following Musk's August 2018 tweet speculating on the privatisation of Tesla.

### Notable practitioners

**Allan Ripp** is the founder and principal of Ripp Media. The former journalist has 30 years of public relations and communications experience, particularly in legal public relations and litigation and crisis communications. *"Ripp has an incredibly fertile mind and is extremely resourceful. He has a superb ear for what a story will sound like and how it needs to resonate and land with different audiences,"* report clients. One lawyer says: *"He is a good writer. He is able to synthesise complex legal statements quickly, distil them into English and make them understandable to the media."*

## Sard Verbinen & Co

### See profile on p.63

Sard Verbinen & Co is a strategic communications and media relations advisory firm. The firm's interdisciplinary litigation support team attracts a diverse clientele of international corporations, high net worth individuals, private and public companies, and educational institutions. Sard Verbinen & Co is recognised by peers for its exceptional financial PR and crisis management capabilities.

*"I think they are the best, full stop,"* says one attorney; *"if I have a choice, they are my*

*number one."* Another lawyer praises their *"superb client counsel, proactive reputation and deep bench."*

### Work highlights

Sard Verbinen & Co assisted Pabst Brewing Company with its reputation management and communications strategy throughout the brewing giant's two-year contract dispute with MillerCoors.

### Notable practitioners

**George Sard** is co-founder and chair of the firm. Sard's internal and external communications expertise is regularly called upon by Fortune 500 companies facing high-profile litigation and crisis situations. One lawyer says: *"George is very knowledgeable and connected. The longevity of his experience helps him give a good estimation of how something is going to play in the press."* Another says Sard *"understands the business and understands how law firms work. He has a really effective communication style, especially with lawyers."* Before the founding of Sard Verbinen & Co in 1992, Sard was a chair of financial public relations firm Ogilvy Adams & Rinehart.

## Band 2

## Edelman

Edelman is the world's largest marketing and advisory firm, renowned for their dedication to litigation and related public matters. They offer a wealth of experience in dealing with complex matters in such fields as higher education, bankruptcy and corporate litigation. Peers praise their *"very strong litigation support function,"* while one client reports: *"Edelman are great, one of the best. They are very reasonable, bring high value and deliver a good product."*

### Work highlights

Edelman was engaged by PwC to handle the firm's public relations strategy in relation to a USD3 billion trial against the bankruptcy court-appointed Plan Administrator for MF Global, in which PwC was sued for alleged professional malpractice in its former role as MF Global's external auditor.

### Notable practitioners

Described by one peer as *"one of the smartest guys in the field,"* **Harlan Loeb** chairs Edelman's litigation, crisis and reputation risk advisory practice in the USA. Loeb is a professor of crisis litigation and the court of public at Northwestern University Law School. Clients remark: *"Loeb thinks like a lawyer, while at the same time having a whole expertise in crisis communications. He understands the balance between the legal strategy and a crisis communications strategy."*

## Infinite Global

Infinite Global is a British-American strategic communications consultancy. Members of the firm's litigation communications team are frequent commentators and speakers on such topics as crisis communications, cybersecurity and reputation management.

One client comments: *"Infinite Global are great, I would recommend them to anyone. I felt like they were committed to me personally and committed to the firm professionally, and that made all the difference."*

### Work highlights

Infinite Global, alongside Reid Collins Tsai, assisted Kainos Capital co-founder Sarah Bradley with her ownership dispute against the private equity firm and her former colleagues.

### Notable practitioners

**Jamie Diaferia** is the CEO of Infinite Global. The attorney and former journalist provides strategic litigation, crisis and media communications counsel to professional services firms. Diaferia was previously a media relations specialist at Levick. One lawyer comments: *"Diaferia is collaborative, thoughtful and works well as part of a team. He understands how the press think, how lawyers think and he understands the realities of business. He is able to pull all that together to provide good judgement and good counsel."*

## PRCG Haggerty

### See profile on p.61

PRCG Haggerty is a New York-headquartered legal public relations and litigation communications boutique. Founded in 1999, the agency has built a reputation for executing *"creative and lively"* media relations strategies for its diverse and international client base.

*"What separates PRCG Haggerty is their sharpness. They go right to the heart of an issue; they understand the issue on the legal front, on the public front, and the way it impacts the client,"* affirms one client.

### Work highlights

PRCG Haggerty advised financier Low Taek Jho, who was accused of embezzling USD4.5 billion from Malaysia's sovereign wealth fund 1MDB.

### Notable practitioners

PRCG Haggerty CEO **James Haggerty** is a celebrated and proficient litigation communications professional known as *"one of the founders"* of the field of litigation PR. This year will see the publication of the third edition of Haggerty's seminal book 'In The Court of Public Opinion'. One attorney notes: *"Haggerty engenders a sense of trust and fairness, an overall sense of integrity. Coupled with his very canny and sophisticated understanding of the way the press and media operates, for a lawyer he is a very valuable resource."*

**Sitrick and Company****See profile on p.64**

Sitrick and Company is a pre-eminent strategic communications agency specialised in corporate, financial and crisis communications. The consultancy is known nationwide for crisis and reputation management for celebrities and entertainment moguls, and in bankruptcy cases. Sitrick has devised and implemented communication strategies for some of the most scandalous, high-profile and complex legal proceedings of the past 30 years.

One peer comments: *"Sitrick is always at the top of any list for crisis communications. They are absolutely one of the most respected."*

**Notable practitioners**

Founder, chair and CEO **Michael Sitrick** is a celebrated guru in the communications, public relations and reputation management sector. A *"legend in the industry,"* Sitrick boasts over 30 years of experience. He is renowned for his exemplary, effective and aggressive communications strategies for high-profile private clients in crisis. *"Sitrick is regarded as the absolute pinnacle for hand-holding and strategy,"* praises a peer. *"He is a standard setter for individuals' reputation management and crisis communications."*

**Trident DMG**

Trident DMG is a public affairs, crisis management and strategic communications consultancy founded by three attorneys and a journalist in 2016. While its founders boast a wealth of public affairs and governmental policy experience, the agency's mandates and expertise span a diverse range of sectors.

One lawyer says: *"Trident DMG are terrific. They are bright, experienced and super familiar with the legal process. They are the only PR firm I like to use."*

**Work highlights**

The four founders of Trident DMG acted for ex-Trump attorney Michael Cohen.

**Notable practitioners**

**Lanny Davis**, co-founder and partner of Trident DMG, is a venerated lawyer, crisis manager and communication consultant. Davis is renowned for delivering sage counsel during ultra-sensitive and politically charged crises. Formerly Special Counsel to President Clinton, Davis is currently communications adviser to ex-Trump attorney Michael Cohen. *"From a reputation and experience standpoint, there is no one better than Davis,"* comments one peer, while another reports: *"Davis is on everyone's shortlist."*

**Adam Goldberg** is partner and co-founder of Trident DMG. Goldberg was a director for the Democratic National Committee during the 1996 presidential election and later served

as a White House spokesperson during the Clinton administration. He is particularly sought after to advise on politically sensitive crisis and reputation management cases. One client notes: *"Goldberg is incredibly smart, careful and deliberate. A great strategist, he was very reasoned with his approach to a sensitive, front-page story."*

**Band 3****Finsbury****See profile on p.57**

Finsbury is an internationally recognised global leader in strategic communication, with three US offices and a further nine worldwide. They specialise in crisis matters and litigation, in which regard clients praise the firm for being *"extremely impressive – they have a depth you don't usually see in communications firms."*

**Work highlights**

Finsbury has acted on behalf of Volkswagen AG as its agency of record for all litigation matters since 2016, including a range of matters stemming from the high-profile emissions scandal.

**Notable practitioners**

**Paul Holmes** (see p.52) is Finsbury's North America CEO. Holmes specialises in strategic and crisis communications and has a particular knack for cases of political, international and regulatory import. Before joining Finsbury in 2007, Holmes was Reuters' editor of political and general news. *"When you are trying to develop a strategy, Holmes will be the first to point out the ways you are being overly optimistic or unrealistic. He is a cool-headed realist when it comes to evaluating proposed strategies and proposed talking points. He understands what will pass muster with the media and what will be dismissed,"* notes one client of the former journalist.

**FTI Consulting**

FTI Consulting is a global advisory firm providing services across a very wide range of business needs. Among the litigation communications services on offer are media strategy, training and relations, courtroom monitoring and message development.

They are recognised for their commitment to providing litigation support for their clients, with one interviewee commenting that *"they are a huge firm that does a lot in all areas, including litigation and investigations."*

**Hellerman Communications**

Hellerman Communications is a boutique strategic communications agency, representing a number of the world's leading pro-

fessional services firms. Based in Washington DC, Hellerman is a pioneer in litigation communications. A co-founder of the CLCA, Hellerman's purpose is to create an international network of crisis and litigation communications specialists.

**Notable practitioners**

**John Hellerman** is the president and founder of the eponymous boutique. The former Levick executive leverages two decades of industry experience to counsel his professional services clients on media relations, litigation communications and reputation management. *"Hellerman understands our goals. He is a big idea guy, he is very creative, he comes up with out-of-the-box ideas,"* says one client. One peer describes him as *"a really serious student of media relations. He is true to his clients and he is passionate about PR."*

**Kekst CNC**

Kekst CNC are an international strategic communications agency best known for their dedication to providing clients with advice on high-stakes matters including social communications, litigation support and investor relations. Lawyers praise Kekst as *"one of the most esteemed"* international communications agencies.

**Notable practitioners**

**Jeremy Fielding** is co-CEO of Kekst CNC and regularly provides financial, crisis and litigation communications counsel to the C-suites of Fortune 500 companies. The former Finsbury partner is described as *"fantastic"* by peers, while clients report: *"Fielding and his team are great – the best I've ever worked with. They know how to work all of the major, minor and niche press outlets. Fielding is a master, he's one of the best."*

**Band 4****KARV Communications****See profile on p.58**

KARV Communications is a New York-based strategic communications boutique. Its highly experienced practitioners have held communications positions in the Clinton administration, management positions at esteemed public relations agencies and editorships at print media companies.

One client says of the team: *"They are very easy to work with and in the context of litigation they are respectful of the lawyers. They understand that it is the litigation and the legal work that is driving the matter."*

**Work highlights**

KARV supported fintech entrepreneur Dmitri Galinov in his unlawful termination lawsuit against the forex trading startup he

founded, FastMatch.

### Notable practitioners

President and founder of KARV Communications **Andrew Frank** is a respected crisis management, financial communications and litigation PR professional. In the past, Frank has been a communications adviser to the Clinton administration, a managing partner of Kreab Gavin Anderson and a professor of crisis communications at Fordham University. *"He has a wide set of connections,"* says one interviewee. *"He is very easy to work with and is helpful in putting the case into a broader context, and thinking about how that broader context might be communicated to the press or public."*

### Levick

Levick is a US strategic and communications firm. Founded in 1998, Levick is recognised for its ability to deliver sophisticated public relations services to some of the world's premier law firms. The agency is known for effectively handling *"company-reputational, red zone danger crisis work – the hard to contain nuclear-type reactions."*

### Rubenstein

See profile on p.62

Founded in 1954, Rubenstein is a strategic communications and reputation management firm. Clients draw on the substantial expertise in the firm to minimise exposure from disputes. Rubenstein is recognised for its capability across a diverse range of sectors, including education and real estate.

### Other Ranked Individuals

**Joelle Frank** boasts 25 years of strategic communications experience. The founder and managing partner is widely known for her proficiency in corporate and financial communications, particularly in relation to M&A. Frank has formerly served as a vice chair of Abernathy MacGregor and as the managing director of Ogilvy Adams & Rinehart. One impressed peer comments: *"Frank is good – she is aggressive and that is what you are signing up for when you hire her."*

**Risa Heller** is an experienced crisis communications and public relations professional based in New York. Heller has been the communications director for a number of notable American politicians. According to one lawyer, Heller is *"superb"* and *"extraordinarily sophisticated. She knows everyone and everything."*

## BUSINESS INTELLIGENCE & INVESTIGATIONS

Business Intelligence & Investigations
<b>Leading Firms</b>
<b>Band 1</b>
Mintz Group
Nardello & Co.
<b>Band 2</b>
Kroll, a Division of Duff & Phelps
K2 Intelligence
<b>Band 3</b>
FTI Consulting, Inc
The Risk Advisory Group
TDInternational
Veracity Worldwide
<i>Alphabetical within each band. Band 1 is highest.</i>

### Band 1

#### Mintz Group

Mintz Group assists law firms and legal counsels with litigation matters across a wide variety of practice areas. The firm has five offices across the USA, from New York to San Francisco. *"They've got a good reputation and they're ethical,"* says a major competitor. Multiple sources commend them for being *"investigators through and through,"* and praise the fact that investigatory work is a central pillar of the firm's practice. A market source enthuses: *"They're not trying to do all things, which a lot do in this sector. They know what they are, which is an investigative shop, and that's their pitch. They have been doing this for a while now, they have strong leadership and they're highly competent."* One competitor

admits: *"For complex asset investigation they are top of the chain."*

Key contact: Jim Mintz, founder and CEO

#### Nardello & Co.

Founded by Dan Nardello, a highly respected former federal prosecutor, Nardello & Co. operates out of offices in New York, Atlanta and Washington, DC. The firm has a significant litigation support practice, alongside offering assistance with anti-corruption and fraud investigations and due diligence matters. *"They are the pre-eminent firm in the US market,"* says an industry insider. *"We introduce them to our most important clients."*

The firm's familiarity with the legal profession is considered a distinguishing feature of the organisation. *"They're sophisticated players,"* one interviewee remarks: *"Dan hires people who have a view of what the criminal justice system is actually like."* One client reveals they *"can always trust Nardello to handle things professionally and discreetly. They are the best for complex issues."*

Key contact: Daniel Nardello, founder and CEO

### Band 2

#### Kroll, a Division of Duff & Phelps

Kroll was the first mover in the intelligence and investigations industry, having been founded in 1972. Sources describe the firm as *"a founding father"* and praise it for having

*"coined the idea of the investigations business."*

As one of *"the biggest players in the market,"* with 33 offices in North America alone, Kroll is utilised by clients for major projects. *"They're always a reliable choice,"* says an interviewee. One leading fraud lawyer reports: *"They're a highly reputable firm. I've used them for a major internal investigation where lots of people had to be interviewed and lots of documents had to be reviewed, with lots of bodies on the ground."*

Key contact: Betsy Blumenthal, Senior Managing Director and head of San Francisco office

### K2 Intelligence

K2 Intelligence has played a significant role assisting major investigations over recent years, from uncovering issues related to the presidency of The International Boxing Association to unravelling an impersonation scam conning Hollywood industry insiders out of thousands of dollars.

Headquartered in New York, with additional offices in both Los Angeles and Chicago, K2 has a central investigatory focus. The firm supports governments, public and private companies, and high net worth individuals in litigation, as well as law firms. One peer says: *"They're a good organisation. I know some people there and have sent referrals there. I trust them. I give work to them and I know it's going to be done well."*

Key contact: Snezana Gebauer, Executive Managing Director, Americas

**Band 3****FTI Consulting, Inc**

FTI Consulting provides litigation support through its broader global risk investigations practice. The team draws on its multidisciplinary, international group of more than 250 experts to assist its US clients. Human intelligence, public record investigations and expert witness testimony make up the core of FTI's offering for its corporate, government and private clients.

One satisfied client recalls their support in a major case, where FTI's expert witness testimony *"did an absolutely fantastic job"* for the successful conclusion of the matter. *"The judge completely agreed with what the witness said, accepted everything and we won everything imaginable – in part because they agreed with what FTI said."*

Key contact: Andrew Rosini, Senior Managing Director, co-leader of GRIP

**The Risk Advisory Group**

The Risk Advisory Group provides litigation support among a wide range of other services, including pre-transactional due diligence and political risk profiling. The firm serves domestic clients out of its Washington, DC and New York offices.

The Risk Advisory Group garners respect among sources for its *"strict ethical code"* and *"local understanding"* of foreign markets in multi-jurisdictional matters. As one lawyer says, their *"experience all around the world means they can be quick and efficient because they know everybody. As soon as you call them they already have a sense of who to go to to get more information."*

Key contact: Chris Rowley, Head of Business Intelligence and Investigations

**TDInternational**

TDInternational is an intelligence firm operating out of Washington, DC, with an additional office in Texas. It is considered by sources to be *"very good on anything to do with Washington,"* alongside its broader international expertise.

The firm provides strategic advisory services and due diligence, as well as litigation support to clients. *"I think highly of them,"* says a local competitor. *"I would place them as one of the top five we work with or know of in the market here,"* remarks a leading white-collar crime lawyer.

Key contact: Ron Slimp, Managing Partner and founder

**Veracity Worldwide**

Veracity Worldwide is a New York-based intelligence firm that assists clients with investigations through evidence identification and verification, asset recovery, witness assessment and vetting. They are regarded by interviewees as an *"internationally-reaching company,"* with a particular focus on emerging markets.

Clients speak highly of the firm's work product, with one lawyer saying Veracity carries out *"extremely detailed investigative work at a higher standard than other firms."* The firm has previously been involved in a highly publicised legal case, in which it was engaged by DLA Piper to investigate alleged corruption in the sale of a majority stake in a Guinean iron ore mine.

Key contact: Steven Fox, founder and CEO

**Leaders' Profiles in the USA**

**HOLMES, Paul**

Finsbury, New York

*Featured in PR & Communications (USA - Nationwide)*

**Practice Areas:** Paul Holmes specializes in strategic and crisis communications. He provides companies and their boards with communications counsel and support for high profile, complex civil and criminal litigation, enforcement actions, governance matters and regulatory and internal investigations. Paul has represented many of the world's largest companies in the financial services, media, retail, insurance, healthcare and transportation sectors, among others. Select representations include: -- Lead communications adviser to Volkswagen AG on U.S. and global litigation and regulatory investigations arising from its diesel crisis. -- Litigation, regulatory and governance communications counsel to Moody's in the fallout from the financial crisis. -- Communications counsel to a leading oil & gas company in its settlements of civil securities litigation and U.S. government investigations arising from a multi-national corruption investigation.

**Career:** Before joining Finsbury in 2007, Paul had a successful career in international journalism. He has worked in more than 50 countries and was the Political and General News Editor at Reuters for five years.

**Publications:** Latin Lawyer – The Guide to Corporate Crisis Management: "Singing from the Same Song Sheet: How Collaboration Between Legal and Communications Can Mitigate a Crisis" (January 2019)

**KRUSE II, Warren G**

Consilio, Eatontown  
Warren.Kruse@consilio.com

**Practice Areas:** Warren Kruse is a vice president with Consilio, a

provider of eDiscovery, compliance investigations and computer forensic services. He has spent the last twenty-five years between law enforcement and as a consultant supporting various agencies with incident response, computer forensics, and eDiscovery. Mr. Kruse, author of "Computer Forensics: Incident Response Essentials", is the past International President of the High Crime Investigative Association (htcia.org) and Past President of the Digital Forensics Certification Board (www.DFCB.org). He has supported projects across a wide range of major U.S. corporations and agencies. In addition, he led a team of computer forensic experts in a three-year engagement in support of a fraud investigation task force at the world's largest international cooperative organization; Recipient of the 2001 HTCIA "High Tech Case of the Year" award, Kruse was recognized for his forensic analysis conducted on a case surrounding allegations of theft of intellectual property and trade secrets on the billion dollar "Comtraid" matter; was a court appointed expert, and testified as a computer forensic expert for the US Securities and Exchange Commission (SEC).

**MOSKOWITZ, Ellen**

Brunswick Group, New York  
+121 2333 3810  
emoskowitz@brunswickgroup.com

**Career:** Ellen co-leads Brunswick's global litigation communications and crisis practices. In that capacity, she has counselled both public and private companies on critical enterprise-threatening issues, including some of the largest civil, criminal and regulatory cases of the last ten years. Ellen joined Brunswick in 2007 and was formerly a Managing Director at Clark & Weinstock, a boutique communica-

tions and lobbying firm. Previously, she was a litigation partner in the New York office of Kirkland & Ellis specializing in antitrust, securities, products liability, regulatory, and other complex commercial matters. From 1989 to 1994, Ellen was a litigation associate at Paul, Weiss, Rifkind, Wharton & Garrison. Ellen graduated magna cum laude from Princeton University and received a J.D. cum laude from Harvard Law School.

**NICOLAS, Michael A.**

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*Featured in Litigation Funding (USA - Nationwide)*

**Career:** Michael A. Nicolas is a founder and Managing Director of Longford Capital Management, LP, one of the largest providers of litigation finance in the world, and a leader in the litigation finance industry. Michael is responsible for Longford Capital's portfolio management, including underwriting, investment selection, and overseeing the efforts of independent attorneys and other professionals. Michael also serves on Longford Capital's Investment Committee. For the past several years, Michael has been recognized by Chambers and Partners, Lawdragon, IMN Strategy 300 and others as one of the top executives in the litigation finance industry. Michael is also an industry thought leader, speaking regularly at industry conferences and authoring numerous articles on issues pertinent to the industry. Prior to launching Longford Capital in 2011, Michael was an accomplished trial attorney for over 15 years at two prominent national law firms. Michael earned his law degree with highest honors from Chicago-Kent College

of Law in 1998, where he was named to the Order of the Coif and was a member of the Kent Legal Scholars, the Chicago-Kent Law Review and the Chicago-Kent Moot Court Honor Society. Michael graduated cum laude from Northern Illinois University in 1995 with a Bachelor of Science in Business.

**SUTTON, Ralph**

Validity Finance LLC, New York  
646 644 8366

ralph.sutton@validity-finance.com

**Career:** Validity Founder and CEO Ralph Sutton is a litigation finance industry pioneer and his strategic and operational experience make him a trusted investment manager to clients and law firms across a variety of practices areas. Following an 18-year career as a trial attorney, Ralph co-founded Credit Suisse's Litigation Risk Strategies Group, one of the first dispute funding entities in the US. In 2011, Ralph launched the US arm of Bentham IMF. During his tenure, Bentham's U.S. operation expanded to Los Angeles, San Francisco and Houston from its New York base. Mr. Sutton also assisted in the establishment of offices in Toronto and London. In 2018, Ralph founded Validity Finance, inaugurating a new wave of litigation finance putting clients at the heart of funding. With more than 13 years experience financing litigation, Ralph maintains over a 70% success rate on resolved cases. Ralph is a champion of increased access to civil justice and has lectured at Harvard, Stanford, and other law schools. Ralph actively supports the Center for Civil Justice at New York University and in 2016, under his leadership, Bentham IMF helped found a new Civil Justice Research Institute at the University of California, Irvine School of Law.

## ALIXPARTNERS

www.alixpartners.com Tel: 212 490 2500

**CEO:** Simon Freakley

Number of professionals: 2000+

Languages: 60+

### Overview & History:

AlixPartners is a global consulting firm that has worked with clients around the world for nearly 40 years, helping businesses respond to challenges when everything is on the line — from urgent performance improvement to complex restructuring, from risk mitigation to accelerated transformation.

While the firm pioneered the approach to turnaround and restructuring, today AlixPartners has a diverse service offering, including Digital, Investigations, Disputes & Risk, Mergers & Acquisitions, Organization and Transformative Leadership, Performance Improvement, and Turnaround and Restructuring. The firm regularly works with law firms, corporate boards and management, investment banks, and investors on navigating business challenges. The firm has deep industry expertise embedded within its services, with consultants who have served as senior industry leaders, and the teams regularly work together across services and geographies.

### Services:

#### Investigations, Disputes & Risk Practice & Services:

AlixPartners Investigations, Disputes, and Risk practice offers capabilities across a broad spectrum of offerings that encompass every stage of the legal and regulatory process, striving to maximize value and minimize risk.

- **Corporate Governance, Risk, and Operational Compliance:** AlixPartners evaluates and develops compliance governance programs, financial controls and KPIs, training, and communication programs in connection with regulatory changes and inquiries
- **Data Analytics:** AlixPartners' teams include subject matter experts, data analytics professionals, and software and database developers who master any amount of structured and unstructured data to produce actionable and defensible insights. They leverage knowledge of complex data management systems to reconstruct data flows and consolidate data from disparate sources. Areas of expertise include machine learning, predictive analytics, robotic process automation, business intelligence and dashboard visualizations, and data convergence solutions
- **Litigation and Arbitration:** AlixPartners' accountants, economists, and financial analysts serve as expert witnesses in litigation and international arbitration matters. They consult and testify on bankruptcy litigation, class actions, class certification, cross-border disputes, purchase price disputes, securities litigation, solvency, and fraudulent conveyance

- **Economics Consulting:** AlixPartners' team consists of antitrust and regulatory economists, econometricians, financial economists, and academic affiliates who provide litigation support and expert testimony in connection with antitrust matters, commercial and class action litigation, and damages quantification. Areas of expertise include antitrust damages, M&A, cartel and anti-competitive agreements, and monopolization and abuse of dominance
- **e-Discovery:** The AlixPartners team utilizes best-in-class e-Discovery tools to provide data collection, processing, analytics, and hosting across the world — and in multiple languages, through eight data centers. Their customizable solutions are leveraged by lawyers and consultants to increase efficiency and reduce cost
- **Forensic Investigations:** AlixPartners' forensic accountants help clients conduct investigations, uncovering insights and developing strategies to navigate challenges. The team consists of forensic accountants, former regulators, certified fraud examiners, industry experts, and forensic technology specialists. They work on investigations related to AML, asset recovery, backdating, embezzlement, fraud, financial reporting, FATCA, FCPA, insider trading, OFAC and sanctions violations, Ponzi schemes and kickbacks, price-fixing, revenue recognition, securities enforcement, theft and misuse of corporate assets, whistleblowing and white collar defense, and act as monitors

### HEAD OFFICE

#### USA

NEW YORK: 909 Third Avenue,  
NY 10022

Tel: 1 212 490 2500

Fax: 1 212 490 1344

The firm also has offices in the following locations: Abu Dhabi, Boston, Buenos Aires, Chicago, Dallas, Detroit, Dubai, Dusseldorf, Hong Kong, Houston, Los Angeles, London, Manchester, Milan, Munich, Paris, Riyadh, San Francisco, Seoul, Shanghai, Tokyo, Washington, DC, Zurich

### CONTACT

Tom Antisdell

Email: tantisdell@alixpartners.com

- **Valuation:** AlixPartners values a wide range of public and private companies and are experts at determining the value of a business, as well as component assets and liabilities. The firm offers valuation services to address disputes, M&A, strategic planning, IP and licensing, tax planning and transfer pricing, collateral valuation for lenders, purchase price allocations, goodwill impairment, and ESOP and stock options
- **Transactions:** The firm provides advisory and CFO support on M&A, private equity and debt-raising, refinancing, and debt restructuring transactions. It helps clients understand the options available to preserving, enhancing, or realizing value and have a long track record of providing time-critical advice coupled with deep transactions, operational, and restructuring expertise

**Investigations, Disputes & Risk Practice Leaders:** Steven Ambort and Louis Dudney

# AlixPartners

## BENTHAM IMF

www.benthamimf.com tel: +1 212 488 5331

**Chairman:** Allison K Chock (Chief Investment Officer)

Number of employees: 22 in the United States and 108 globally (including the United States)

Languages: Afrikaans, Arabic, Cantonese, English, French, German, Greek, Hebrew, Indonesian, Italian, Korean, Malay, Mandarin, Spanish, Tamil

### Overview & History:

Bentham IMF is the US arm of IMF Bentham Limited (ASX: IMF), the founders of the global commercial litigation finance industry, actively funding commercial litigation for 18 years and counting. The company's combined investment portfolio has a total estimated recoverable amount of \$5.6 billion AUD. It has 14 offices throughout the world and provides funding to clients around the globe including in the US, UK, Europe, Australia, Canada, New Zealand, Hong Kong and Singapore.

Bentham's funding works to level the playing field by providing the resources to pay for the soaring costs of high-stakes commercial litigation, including capital to hire the best legal counsel and experts. Its funding can also be used to finance operating or working capital during lengthy legal proceedings, to move litigation expenses off a company's income statement and improve its bottom line, or to monetize a judgment while it is being appealed or in the collection process.

Bentham works with individual claimants and law firms, corporations, and partnerships of all sizes. The company offers risk-sharing and seeks an alignment of interests.

Bentham's funding models and method of operation can be described in three simple words: simplicity, transparency, and fairness.

### Services:

#### Commercial Litigation & Dispute

##### Resolution Funding:

Bentham IMF provides non-recourse funding for all types of commercial cases, including breach of contract, breach of fiduciary duty, trade secret theft, copyright/trademark/patent infringement, complex business disputes, environmental, bankruptcy, whistleblower, appeals, antitrust as well as domestic and international arbitration. Its funding can be used to monetize single cases or portfolios of litigation. Bentham's clients typically seek funding to pay legal fees and costs for expensive litigation, monetize litigation assets for business purposes, obtain working capital, preserve resources and move litigation off corporate income statements.

#### Law Firm Financing:

Bentham's non-recourse funding is also available for law firms seeking to monetize portfolios of litigation claims focused solely on plaintiffs' matters, or portfolios containing a combination of plaintiff and defense-side cases. The financing Bentham provides allows firms to share risk, improve the bottom line, deliver service at competitive prices, smooth cash flows while handling cases on contingency, increase revenues with measured risk and grow their practices.

### SERVICES

Commercial litigation and dispute resolution funding for matters involving antitrust, breach of contract, breach of fiduciary duty, trade secret theft, copyright/trademark/patent infringement, complex business disputes, environmental, bankruptcy and whistleblower claims, appeals, as well as domestic and international arbitration.

Law Firm Financing

### OFFICES

#### UNITED STATES

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**SAN FRANCISCO:** Two Rincon Center, 121 Spear Street, Suite 405 CA 94105

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### INTERNATIONAL OFFICES

#### ASIA

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#### AUSTRALIA

Adelaide, Brisbane, Melbourne, Perth, Sydney

#### CANADA

Montreal, Toronto

#### UK

London

### CONTACTS

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Andrew Saker, Managing Director and Chief Executive Officer  
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# BENTHAM IMF



## BRUNSWICK GROUP

www.brunswickgroup.com tel: 020 7404 5959

### Overview & History:

Brunswick is a leading international advisory firm that helps businesses and other organisations address critical communications and reputational challenges.

Since 1987, Brunswick has been helping clients navigate the interconnected financial, political, and social worlds to build trusted relationships with stakeholders. A global partnership with 23 offices in 14 countries, it operates as a single profit centre — allowing it to respond seamlessly to the needs of its clients, wherever they are in the world.

The firm has senior advisers who specialise in all major sectors and communications disciplines, including Litigation, Crisis, Public Affairs & Regulatory, Investor Engagement, Employee Engagement, Cyber & Privacy, and Geopolitical. Brunswick also deploys Digital, Creative (through MerchantCantos), and Data & Analysis (through Insight) to support clients and their communications strategies. Clients rely on Brunswick for advice, planning, preparedness, and campaigns.

### Litigation, Investigations & Disputes Practice:

The firm provides specialist communications advice relating to litigation, investigations, legal proceedings, and other disputes as a core practice area in the UK/Europe, US, and around the world.

The firm has directed communications strategies related to some of the largest and most complex legal matters of the last decade. This has included handling more than 100 investigations, litigation cases, and other legal matters, all involving high-profile issues, crises, and enterprise-threatening situations. In addition to strategic advice and planning, the firm provides full-service support, including:

- Drafting messaging and materials
- Media and social media monitoring
- Digital communications
- Media handling and engagement
- Public affairs and government/regulatory relations; and
- Reputational rebuild campaigns

Unlike other communications firms, Brunswick does not combine 'litigation' and 'crisis' as one overall practice group because it knows that while the two may overlap in a given situation, not all crises lead to litigation and not all litigation involves a crisis. Communicating effectively about legal issues and processes — corporate litigation, criminal prosecutions, government investigations, judicial reviews/constitutional challenges, employment proceedings — requires specialist expertise from experienced advisers with a range of relevant backgrounds, including law, media, regulation, and politics.

Brunswick has that combined expertise, having worked on some of most significant high-stakes and high-profile legal matters in recent years for global corporate clients. It believes that three points in particular make it leading advisers in the field:

- **The Team:** Brunswick has a truly global litigation and disputes team that includes qualified lawyers familiar with operating in complicated legal contexts and working closely on cross-border situations. The team is jointly led out of the US and the UK by two qualified and experienced attorneys (Ellen Moskowitz and Charlie Potter). They are joined by specialist advisers around the world in offices such as Washington, DC; Singapore; Mumbai; Hong Kong; Beijing; São Paulo; Munich; and Brussels. With one profit centre globally, the firm supports client mandates with tailored teams from across Brunswick's sector and practice groups to achieve the right mix of professional experience and expertise for the particular mandate.
- **The Approach:** Brunswick believes it is essential that communications advisers work as part of an integrated team with the in-house communications leadership, inside and outside counsel, and the client's other public-facing functions (e.g., government relations, investor relations, etc.). This ensures that the communications strategy and messaging are consistent with and fully supportive of the legal strategy in securing wider reputational objectives.

### OFFICES

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WC2A 3ED

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Email: [www.brunswickgroup.com](http://www.brunswickgroup.com)

It also ensures that the legal advisers themselves understand Brunswick's role and that the firm remains sensitive to points of legal constraint. Brunswick has considerable experience working directly with clients' legal advisers and global law firms, as well as with clients' own public-facing functions.

- **Audiences:** While publicity and media engagement are of course a key concern, the communications planning process should also consider what clients are saying to other key audiences and stakeholders who may be interested in a case or issue to manage expectations and maintain message discipline. Print and broadcast media are clearly an essential audience, but so too are industry peers, investors, customers, regulators, political audiences, and employees. The firm knows that navigating a high-stakes legal matter requires a careful balance of competing priorities. The right communications strategy helps a company achieve a careful balance by supporting the company's legal position while also protecting its wider corporate reputation across numerous audiences.

Brunswick has extensive experience working across multiple jurisdictions and areas of law. It is especially experienced in matters involving foreign companies that are litigating disputes in US and UK courts. The team's familiarity with US and UK litigation procedure and its understanding of complicated legal issues and sensitivities allow it to provide specially tailored support to foreign headquartered companies.

## CONSILIO

www.consilio.com tel: 877 714 6204

Languages: *English*

### Overview & History:

Consilio is a global leader in eDiscovery, risk management and compliance, document review, and legal consulting services. The company assists legal departments of multinational corporations and their outside counsel to respond to legal matters, reduce legal spend, minimize risks, and operate more efficiently using innovative software, cost-effective managed services, and deep legal and regulatory industry expertise across a spectrum of industries. Consilio and its global family of companies, DiscoverReady, Advanced Discovery, Altep, Millnet Document Services and Legal Placements Inc., employ leading professionals in the industry, applying defensible workflows with patented and industry-proven technology across all phases of the eDiscovery and risk management lifecycle. The company operates offices, document review facilities, and ISO-certified and audited data centers across Europe, Asia, and North America.

### Services:

#### eDiscovery:

Includes collections, data processing, secure data hosting, production and project management. The firm's worldwide data operations and team bring the scale, coverage and local experience needed to support your next eDiscovery matter.

#### Document Review Services:

Over 75 full-time Review Managers across 19 review centers blend recruiting expertise, project management and workflows to improve review quality and deliver cost savings for matters of all sizes. Expert review services and tools assist specialty needs like priv log redactions, deposition prep, foreign languages & audio reviews. Proven, tightly integrated review and analytics (TAR1/TAR2) along with per-document pricing options provide total cost transparency & value.

#### Discovery Consulting:

Consilio's expert advisors provide clients with relief from many of the burdens associated with discovery by helping to reduce litigation costs while bolstering the legal team's competitive advantage. With a wide range of offerings, the firm can tailor its approach to meet your greatest need, from legal hold, to forensics and analytics consulting, to project management and beyond.

#### Risk Management & Compliance:

Consilio helps clients identify, prevent and even predict risk. Its mission is to help clients find what matters, when it matters — with an expanding set of solutions designed to minimize the potential for financial and reputational damage arising from sanctions, civil penalties, and criminal judgements due to risk and compliance challenges. It offers a suite of services and expertise to help streamline, secure and strengthen your overall GRC program.

#### Law Department Management:

Consilio understands the changing pressures and increasing enterprise implications of decisions brought to bear on the Office of General Counsel and Legal Operations Directors. It takes a 360° approach to identifying and implementing significant and impactful ways to leverage people, process and technology. Its solutions are designed to deliver tangible results that lead its clients to maximised cost efficiencies, streamlined operations and enhanced positioning of the law department as a strategic, value adding business partner.

### SERVICES

- eDiscovery Consulting, Services & Analytics
- Document Review
- Risk Management & Compliance
- Data Forensics & Investigations
- Law Department Management

### OFFICES

#### UNITED STATES

WASHINGTON, D.C.: 1828 L St. NW,  
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Email: info@consilio.com

The firm also has locations in Nevada, Texas, Washington, Michigan, Georgia, Minnesota, New York, Florida, North Carolina, Illinois, California, District of Columbia, Beijing, Tokyo, Gurgaon, Shanghai, Hong Kong, Bangalore, Paris, Dublin, Zurich, Munich, London, Frankfurt, and Brussels.

### CONTACTS

Tel: 1 732 403 4743  
Email: Warren.kruse@consilio.com

## FINSBURY

www.finsbury.com tel: +1 646 805 2000

**Chairman:** Roland Rudd

**CEO, North America:** Paul Holmes

Number of employees: 280

Languages: 25+

### Overview & History:

Finsbury is a global leader in strategic communications, serving as a trusted advisor to boards of directors, senior executives and legal counsel to many of the world's most successful companies, institutions and organisations.

With a particular expertise in supporting companies' responses to emerging issues, crisis situations, major litigation and periods of intense scrutiny, Finsbury has managed some of the most complex communication challenges across borders and markets within the last three decades.

Finsbury entered a strategic partnership with Hering Schuppener Consulting in 2016 and with Glover Park Group in 2017 to offer a unified global platform that provides clients with unrivaled advice and execution in the major centers of business, finance and policymaking across Asia, Europe, the Middle East, and the United States.

With 12 offices that comprise teams that include former journalists, lawyers, bankers and corporate communications executives, Finsbury delivers expert counsel and support to clients around the world on interactions with the media, financial markets, employees, customers, governments and other vital stakeholders.

### Services:

Finsbury is a trusted adviser, offering insights and support based on deep expertise in the following core areas:

- Crisis & Issues Management
- Capital Markets
- Corporate & Leadership Positioning
- Employee & Change Communications

Finsbury's Crisis & Issues Management practice counsels clients on a wide range of special situations and legal matters, including:

### Compliance & Litigation Communications:

Finsbury has deep experience developing communications strategies for managing high-stakes legal and enforcement actions. In these situations, companies require an approach that considers not only the traditional courtroom but also the court of public opinion. Finsbury's approach to litigation focuses on working closely with clients' leadership and in-house and outside legal teams to coordinate, integrate and vet all communications efforts in support of their litigation and business goals, including in:

- Government and regulatory investigations
- Foreign Corrupt Practices and RICO
- Whistleblower cases
- Corporate governance disputes
- Securities and other financial-related litigation
- Bankruptcy
- White-collar crime
- Cross-border litigation
- Product liability and class action suits
- False advertising

- IP/patent/trade secret cases
- Bet-the-company litigation
- Environmental litigation
- Defamation and libel suits
- Discrimination and harassment suits
- Employee and labor issues
- US Supreme Court and Appellate cases
- Settlement and contract negotiations
- Monitorships

### Crisis Management:

Finsbury is a leader in helping clients manage the complex and fast-breaking issues and intense scrutiny that arise in times of crisis. Working closely with legal counsel, senior management, boards of directors and in-house communications teams, Finsbury designs and implements strategic communications plans to stabilize critical relationships — ultimately reaching key stakeholders to achieve their goals. Finsbury also provides 'on the ground' support — including monitoring developments in real time and proactively communicating or responding as quickly and aggressively as appropriate.

Finsbury's areas of expertise include:

- Compliance and regulatory matters
- Environmental issues
- Corporate and other leadership issues
- Safety issues
- Cybersecurity events
- Corporate restructurings
- Financial crises
- Product and recall issues
- Labor and employment issues

### OFFICES

#### UNITED STATES

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##### WASHINGTON, DC

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#### INTERNATIONAL OFFICES

London, Abu Dhabi, Brussels, Beijing, Dubai, Hong Kong, Moscow, Singapore, Tokyo

### CONTACTS

#### CEO, NORTH AMERICA

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#### PARTNER, GLOBAL CRISIS & ISSUES MANAGEMENT PRACTICE HEAD

Jeff McAndrews  
Tel: +1 646 805 2079  
Email: Jeff.McAndrews@finsbury.com

- Tax issues

### Crisis Preparation:

Finsbury's crisis preparation curriculum helps clients avoid or mitigate a potential crisis by learning and exercising the skills they will need before a serious issue arises. The curriculum — tailored to the unique needs, priorities and corporate culture of each client — is designed to encourage teamwork, information-gathering and analytical thinking while helping ensure our clients have best-in-class systems and processes in place to respond quickly, accurately and appropriately to emerging issues, wherever and whenever they may occur. Core components include:

- Research and audit
- Risk assessment, scenario development and message development
- Response and escalation protocol
- Crisis manual development
- Crisis training and simulation
- Media training



## KARV COMMUNICATIONS

[www.karvcommunications.com](http://www.karvcommunications.com)

**Founder & President:** Andrew Frank

Number of employees: 6

Languages: *English*

### Overview & History:

Founded in 2012, KARV Communications is a strategic communications firm with a focus on litigation support, corporate and financial communications, crisis management and public affairs. KARV is led by a team of talented professionals with substantive experience in a variety of industries: finance, media, government, energy, consumer goods, technology, healthcare, gaming, entertainment and more, with experience working around the world. The firm's philosophy is simple — achieve the goals set by its clients, through high-level strategic counsel, an extensive global network and an unbiased approach to solving problems.

### Services Offered:

#### Litigation Support:

KARV has particular expertise in developing effective communications strategies around complex legal and litigation related matters that can bring about, or emanate from, a crisis situation. The firm's executives draw from a deep understanding of the media and the client's business goals to craft and implement communications campaigns that support the litigation strategy. KARV's ability to assist clients and their lawyers in thinking through how communications can advance a client's litigation goals, as well as the communication ramifications of the legal steps they may take, is among the reasons why clients engage with KARV and law firms recommend it.

#### Crisis Management:

The KARV Communications team has proven success in guiding companies through the morass of scrutiny and questions that can emerge quickly from the public, press, investors, governmental/regulatory agencies, customers, employees and other constituencies as crisis erupts. Most significantly, KARV's counsel has enabled companies not only to survive the crisis, but to put in place a foundation from which to rebuild reputation and an increased sense of trust between clients and their key audiences.

#### Brand Rebuilding:

Once the litigation case has concluded or the crisis has begun to pass, KARV helps companies plan and implement brand rebuilding or confidence building campaigns. The team has undertaken many such projects for clients throughout the world that are emerging from crisis and seeking to reestablish their reputations. KARV has worked hand in hand with senior management to develop and implement action plans that reestablish the brand and the company's position with its critical stakeholders.

#### Contacts:

- Andrew Frank, Founder & President  
Email: [adf@karvcommunications.com](mailto:adf@karvcommunications.com)
- Eric Andrus, Executive Vice President  
Email: [eca@karvcommunications.com](mailto:eca@karvcommunications.com)

### CRISIS MANAGEMENT

- Hands-On Crisis Counsel
- Message Development
- Media Relations
- Crisis Communications Plans & Training
- Reputation Rebuilding Campaigns
- Spokesperson Training
- Recall Management: Logistics & Communications

### LITIGATION SUPPORT

- Complex Litigation
- Cross-border Arbitration
- SEC Violations
- FCPA, CFIUS & Other Government/Regulatory Investigations
- Holocaust Asset Litigation
- Art Ownership Disputes
- Product Recalls
- Bankruptcy/Restructuring
- Politically Sensitive Legal Disputes
- Labour-Related Matters
- Employment Law Disputes

### CORPORATE COMMUNICATIONS

- Strategic Counsel
- Positioning & Thought Leadership
- Financial Communications Around Transactions
- Message Development
- Media Relations
- Media Training
- Internal Communications/Employee Engagement

### GOVERNMENT & REGULATORY AFFAIRS

- International, State & Local Outreach
- Executive Office & Federal Regulatory Agency Outreach, Including NHTSA, CPSC, FDA & others
- Congressional Outreach
- Issues Management Campaigns
- Policy Messaging & Briefing Materials

### REPUTATION MANAGEMENT

- Partnership with digital reputation management firms
- Services available in any language

### OFFICES

#### UNITED STATES

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Tel: +1 (301) 260-3331



## LONGFORD CAPITAL MANAGEMENT LP

www.longfordcapital.com tel: 312 212 8240

**Chairman:** William H Strong

Number of employees: 12

Languages: English

### Overview & History:

Longford Capital Management has always been at the leading edge of commercial litigation finance in the United States. When the firm opened in 2011, it was among the first investment managers to provide litigation finance in the U.S. It remains one of the largest managers in the asset class, with more than \$550 million in assets under management. Longford has helped lead the expansion of litigation finance from single-case investments to law firm and corporate portfolios.

Longford focuses on business-to-business disputes, providing non-recourse capital solutions to entities with \$25 million to more than \$2 billion in controversy. The firm funds cases involving three broad substantive areas of the law: commercial disputes, including breach of contract, fraud, breach of fiduciary duty, partnership/joint venture disputes, qui tam actions, and others; antitrust and trade regulation claims; and intellectual property actions, such as infringement of patents, trademarks, and copyrights, and theft of trade secrets.

Each of the firm's investments concerns highly meritorious claims which may be pursued in state and federal courts throughout the United States and abroad. Longford also considers investments in domestic and international arbitrations and cases before regulatory bodies.

Longford expects that the litigation finance industry will grow across all sectors; law firm portfolios and corporate portfolios for sure will continue to become more common. Longford also sees opportunities to expand with initiatives targeting private equity, research universities, and companies in bankruptcy or distressed situations.

### Services:

Longford Capital Management understands how to construct law firm portfolio investments and is among only a few firms that have sufficient capital and experience to select and invest in a portfolio of cases. Portfolio investments enable law firms to spread risk and satisfy client demands. Leading law firms are approaching Longford at an increasing rate to achieve these benefits. For example, Longford closed on a series of portfolio investments in 2018 with the potential to total nearly \$150 million.

Longford works with law firms from the Am Law 100 and with leading litigation boutiques, as well as public and private companies of all sizes, including firms from the Fortune 500. Its diverse portfolio includes claims across business contracts, antitrust and trade regulation, IP, fiduciary duty, fraud, bankruptcy and liquidation and arbitration.

Longford Capital's greatest strength is the diverse and complementary skills of its team. Before launching the firm, Michael Nicolas and Bill Farrell practiced law for many years at Neal Gerber, representing companies involved in commercial disputes, antitrust and trade regulation claims and intellectual property actions.

Longford has expanded to include former partners of other major law firms who have also litigated and tried cases in these areas – Cindy Ahn, formerly with Schiff Hardin and Kirkland & Ellis; Justin Maleson from Jenner & Block; and Russell Genet from Nixon Peabody. In April 2019, Chicago-based Longford added John Garda, former office managing partner for K&L Gates in Dallas. John opened Longford's first regional office in that city, establishing a critical beachhead in a thriving legal market in which Longford Capital has extensive relationships and many successful investments.

Members of the underwriting team have been recognized among the top consultants to the legal industry by Lawdragon and the world's leading IP strategists by IAM Strategy 300.

Everyone on Longford's team enjoyed practicing law and working in the courtroom. Their day-to-day responsibilities at Longford Capital enable them to stay close to what they love about complex commercial litigation. It is exciting to help a business owner access the justice system after her invention has been stolen or contract breached.

### SERVICES

Longford Capital Management LP is a leading private investment company that provides capital solutions to leading law firms, public and private companies, universities, government agencies, and other entities involved in large-scale, commercial legal disputes. The firm manages a diversified portfolio and considers investments in subject matter areas where it has developed considerable expertise, including, business-to-business contract claims, antitrust and trade regulation claims, intellectual property claims (including patent, trademark, copyright, and trade secret), fiduciary duty claims, fraud claims, claims in bankruptcy and liquidation, domestic and international arbitrations and a variety of others.

### OFFICES

#### UNITED STATES

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Email: info@longfordcapital.com

**DALLAS:** 1700 Pacific Avenue  
Suite 1035, Texas 75201  
Tel: 972 761 5115

Email: info@longfordcapital.com

And it is rewarding to be at the leading edge of a new asset class that helps deserving companies. In addition to former litigators, Longford's leadership team includes former c-level executives from top global business, private equity and banking institutions. Longford always conducts itself pursuant to the highest ethical standards. The team is well prepared, responsive, and delivers value beyond its capital.

Longford is a passive investor; it is not involved in setting litigation strategy or making settlement decisions, and its team doesn't look over the litigator's shoulders. If corporate claim owners or their law firms seek input, everyone on the underwriting team has litigated cases very similar to those for which they now provide capital, and their input is and always appreciated. Corporate claim owners and leading law firms appreciate this approach.



## META-E DISCOVERY LLC

www.metaediscovery.com tel: 203 544 8323 fax: 1 844 855 9490

**Chairman/CEO:** Paul H McVoy

Number of employees: 11

### Overview & History:

Meta-e Discovery was founded in November 2015 by Ariana J Tadler, Esq and Paul H McVoy, spun off from litigation support department of Milberg LLP, which Ms Tadler and Mr McVoy had developed into a cutting-edge department sought after to help with the discovery workflow. Meta-e was created to empower small and medium law firms and corporations to be able to litigate large complex matters with the same expertise and advanced computing power as used by the largest law firms and corporations. Since that time, Meta-e has grown to be the service vendor of choice in some of the United States' largest, most notable litigations. Meta-e's clients range from single practitioners to large international law firms, all of whom come to Meta-e not only for their mastery of the discovery processes, but for their practical, economical approach to each matter.

### Services:

#### Early Case Consulting:

Meta-e's team of professionals is often engaged to assist its clients assess their data sources at the outset of a matter to effectively begin the process of setting up defensible legal holds. This may include constructing a data map to be used in the meet and confer process.

#### Data Collection:

Meta-e works with clients of all sizes to plan and perform proper data collection, working with a client's information technology department or directly with end clients one on one. Data collections are handled by Meta-e's Director of Information Technology, A. Joe Flowers, Esq.

#### Discovery Consulting:

Meta-e has become known for its advanced level of consulting at all stages of the discovery process, from attending 26(f) and discovery meet and confers to appearing in court as technical advisers advocating on behalf of our clients. Meta-e professionals will frequently assist its clients in drafting correspondence, briefs, and preparing affidavits regarding the technical aspects of discovery. Meta-e also provides ongoing consultation during the discovery process to ensure agreements are adhered to and that its client's rights are adequately protected.

#### Negotiating ESI Protocols:

Meta-e has developed a draft ESI protocol based on years of negotiating similar protocols in Federal and State courts around the US. Meta-e frequently leads the discussion on behalf of its clients with regards to drafting an effective protocol that not only protects the rights of Meta-e's clients, but also benefits both parties by making the process efficient and focused on only the data necessary to advance the case. The model protocol has been partially affirmed in the humorous decision *Rockford v. Mallinckrodt ARD Inc.*, where the judge praised the protocol and affirmed the need for quality checking of key words, a pillar of what Meta-e advocates for on behalf of its clients. Paul H. McVoy, Meta-e's CEO leads the efforts in this area.

#### Hosting Data in Relativity and One Discovery:

Meta-e offers two options for document review software: a customised version of Relativity and a new tool, One Discovery. Meta-e tailors its approach to each matter, offering tools to fit each case's needs and budgetary constraints.

### SERVICES

Discovery Consulting  
Data Collection  
Data Hosting  
Technology Assisted Review including  
Continuous Active Learning

### OFFICES

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**NEW YORK:** 42 West 38<sup>th</sup> Street  
Suite 602, NY 10018

Email: kchang@metaediscovery.com

### Application of Multiple Technology Assisted Review Tools and Approaches for Document Review:

Meta-e has long advocated for the application of some form of technology assisted review for its clients. Meta-e offers several options and customized workflows unique to Meta-e to enable its clients to review more quickly and less expensively than with other service providers. Some examples include: reviewing 500,000 documents in four weeks with only four reviewers in the BP Oil Spill Securities litigation and digesting and prioritizing review of 12 million documents in a very large antitrust matter in 24 hours. This latter process also included the identification of the best documents for the team to use in depositions and trial.

**meta<sup>e</sup>**  
smart discovery™

## PRCG | HAGGERTY LLC

[www.prcg.com](http://www.prcg.com)

**CEO:** James F Haggerty

Languages: *English, French*

### Overview & History:

PRCG | Haggerty LLC (PRCG) is a specialist communications consultancy with a worldwide reputation in Crisis & Litigation Communications, as well as other 'sensitive' communications issues. With offices in New York, Washington, DC and Los Angeles, PRCG has worked across the United States and around the globe on major litigation PR assignments. The firm's many successes include work in some of the largest cases of their kind in history, including:

- One of the largest global financial fraud cases
- The largest intellectual property verdict and appeal
- Several of the largest antitrust and product liability cases
- The largest-ever single-family Holocaust restitution claim; and
- The largest class action lawsuit ever filed against the United States government

Founded in 1993 and led for more than 20 years by attorney and author James F ('Jim') Haggerty, the firm has been recognized both in the United States and internationally for a depth of expertise and breadth of resources few other firms of any size can match. Haggerty is the author of the landmark treatise *In The Court of Public Opinion: Winning Strategies for Litigation Communications*, which will be published in its third edition by the American Bar Association (ABA) in mid-2019. *Financial Times* has called *In the Court of Public Opinion* 'the perfect handbook for this age of show trials,' while PR trade publication *The Holmes Report* stated that Haggerty 'literally wrote the book on litigation public relations.' Jim Haggerty was also honored by PR News in 2017 as a 'pioneer' of litigation communications, and the firm was recognised in 2018 by *The New York Times* for its leadership of 'sophisticated,' 'round the clock' global PR campaigns in legal-related matters.

PRCG is a proud member of The Crisis Protection Network, a global network of affiliated firms equipped to offer comprehensive crisis and litigation communications services specially-tailored to the needs of each individual client. In 2019, the firm launched PRCG | Sports, a practice dedicated to representing sports owners, brands, media companies and individual athletes.

For more information, visit [www.prcg.com](http://www.prcg.com).

### Services:

- Litigation Communications
- Crisis Communications
- Reputation Management
- Thought Leadership
- SEO and Social Media Strategies

### OFFICES

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**LOS ANGELES, CA:** 801 S. Figueroa Street,  
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Tel: +1 213 335-2441

## RUBENSTEIN

www.rubenstein.com tel: 212 843 8000

**President:** Steven Rubenstein

**Founder & Chairman:** Howard Rubenstein

### Overview & History:

RUBENSTEIN is the independent strategic communications and reputation management firm founded by Howard J Rubenstein in 1954, and led today by his son Steven. With over 60 years of experience and deep media relationships that are unparalleled, the firm is known for helping clients build and protect their reputations with services that range from crisis and media relations work to integrated marketing campaigns, social media strategy and online reputation management.

The firm works globally, providing senior-level strategic counsel to clients across more than a dozen sectors. Their crisis and litigation practice is a model for the industry, drawing on decades of experience, rapid response, and media relations. Working around the clock, the crisis management team counsels clients on the right actions to take and the messages to communicate to reduce the intensity of a crisis and protect their reputations. With a deep understanding of the mechanisms of litigation, RUBENSTEIN supports the legal strategy and manages communication on matters ranging from local environmental disasters to global public health emergencies, and from personal conduct to international data breaches.

### Leadership:

Steven Rubenstein, President, leads the agency's day-to-day operations, driving innovation and growth for its 13 practices. A trusted counselor to CEOs, entrepreneurs, founders, and organizations, Steven is adept at creating, enhancing, and protecting awareness and reputation. Under his leadership, the firm services national and international clients across a range of sectors, including business, media, entertainment, technology, real estate, sports, healthcare, education, culture, crisis, and philanthropy. Since joining in 1992, Steven has worked as a practitioner across a breadth of industry sectors, including personally representing many of the firm's clients.

Marcia Horowitz, Managing Director, oversees RUBENSTEIN's litigation and legal public relations practice. For more than 30 years, Ms. Horowitz has been involved in many of the agency's most challenging and high-profile assignments, providing senior-level counsel to hundreds of clients.

### Services:

- Strategic Counsel
- Crisis Planning & Management
- Media Relations
- Media Training
- Digital
- Online Reputation Management
- Content
- Messaging & Brand Positioning

### Clients:

RUBENSTEIN's roster of more than 400 clients includes leaders and groundbreakers across industries on some of the most interesting projects imaginable – from life-saving research to complex global crises. Select clients include, News Corp., the Fox Corporation, Apollo Global Management, Bill and Melinda Gates Investments (BMGI/Cascade), JP Morgan Chase, Elliott Management, Uber, The Breakthrough Prize, Tishman Speyer, Vornado, New York-Presbyterian, Netflix, AEG, Lincoln Center for the Performing Arts, the Museum of Modern Art, and the New York Yankees. In addition to litigation support, the firm's legal public relations group represents more than a dozen law firms ranging from boutiques to large, global full-service firms.

### OFFICES

#### GLOBAL HEADQUARTERS

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### CONTACT

EXECUTIVE VICE PRESIDENT, BUSINESS  
DEVELOPMENT: Peter Foley  
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# RUBENSTEIN



## SARD VERBINNEN & CO

www.sardverb.com tel: 212 687 8080

**Co-Founders and Co-CEO's:** George Sard and Paul Verbinnen

Number of employees: 200

Languages: *English, Spanish, French, Italian, Arabic, Portuguese, Greek, German, Korean, Mandarin, Cantonese, Farsi*

### Overview & History:

Since its founding nearly 30 years ago, SVC has provided strategic communications support and counsel to Fortune 500 companies and other public and private multi-national corporations, educational and cultural institutions and high-profile individuals in connection with a vast array of matters that affect reputation, business and market value. A preeminent global litigation and financial public relations firm, SVC specialises in high-stakes situations and long-term positioning and reputation management. The firm has deep experience advising on government/regulatory litigation matters and private civil litigation matters, crises, financial transactions, senior management changes, proxy contests, data breaches, and long-term corporate positioning.

### Relevant Services Offered:

#### Litigation Support:

- SVC's Litigation Support practice is unique among peer firms as it includes a senior team of former practicing attorneys with strong legal backgrounds in civil and criminal litigation and investigations, government affairs, transactional law and intellectual property. Notably, several of these attorneys also spent portions of their careers working in journalism as reporters, producers and/or on-air commentators. The team works closely with counsel to distil complicated legal arguments into accessible and persuasive messaging for media, investors, employees, customers, business partners, industry thought leaders and other stakeholders, with the overarching goal of advancing its clients' legal strategy while simultaneously advocating for them in the court of public opinion

#### Crisis Management & Special Situations:

- SVC provides candid, pragmatic counsel on a wide range of crises and special situations, from product recalls and industrial catastrophes to sudden leadership changes and major regulatory events. SVC understands the critical importance of speed, combined with sophisticated strategic thinking and robust, agile execution. Its role includes strategy development and ongoing counsel, research and message testing, preparation of multi-audience communications, development and execution of social media and digital strategies, media relations, investor relations, on-site support, and post-event reputation tracking

#### Cybersecurity & Privacy Issues:

- SVC has deep expertise helping companies prepare for and respond to data privacy issues and cybersecurity incidents. SVC's team is distinguished by our breadth of experience and includes former cybersecurity lawyers, IT security engineers, government officials and corporate executives. SVC brings a full suite of capabilities to help public and private companies across all major industries protect reputation through strategic communications planning, effective incident response and post-breach reputation-tracking and rebuilding

#### Public Affairs:

- SVC's Public Affairs practice draws upon decades of high-level government, campaign and policy experience to provide fully integrated public affairs counsel in transformative high-stakes situations that can affect reputation and value. These efforts — whether proactive or, when necessary, reactive — are seamlessly integrated into our strategic communications work

#### Digital Capabilities:

- SVC's communications efforts are supported by a Digital Communications Group that is unique to the firm and includes a team of highly skilled social media and design experts who help it amplify its messages and directly target the appropriate audiences, when appropriate. An example of the ground breaking and innovate ways in which the firm has effectively deployed a digital strategy on behalf of a litigation assignment involved Martha Stewart, the founder of Martha Stewart Omnimedia, when she was on trial for perjury. It was essential for her business that she continued to speak to her audience and SVC were the first PR firm to create a litigation website that enabled her to do so in a controlled environment

### OFFICES

UNITED STATES  
NEW YORK  
CHICAGO  
HOUSTON  
LOS ANGELES  
SAN FRANCISCO  
WASHINGTON, D.C.

### INTERNATIONAL OFFICES

CHINA  
HONG KONG  
UNITED KINGDOM  
LONDON

### CONTACT

Email: [inquiries@sardverb.com](mailto:inquiries@sardverb.com)

### Notable Assignments Include Advising:

- Elon Musk/Tesla in connection with SEC enforcement action and settlement
- Qualcomm in connection with antitrust litigation in various countries
- Fitbit in connection with intellectual property, consumer and antitrust securities litigation
- Facebook in connection with intellectual property lawsuit and subsequent settlement with ConnectU
- Takata in connection with airbag inflator malfunctions and related auto manufacturer recalls
- HNA in connection with various litigation matters
- PG&E in connection with legal, reputational and public affairs issues resulting from the Northern California wildfires and the company's Chapter 11 filing
- Pabst Brewing Company in connection with contract litigation against MillerCoors
- DraftKings in connection with litigations and government investigations into legality of fantasy sports and related consumer protection concerns
- Wynn in connection with litigation regarding FCPA and breach of fiduciary duty by a Board director
- Nikon in connection with a series of global legal actions intended to halt the infringement of Nikon's intellectual property



## SITRICK AND COMPANY

www. sitrick.com tel: 310 788 2850 fax: 310 788 2855

**Chairman:** Michael Sitrick

Number of Employees: 50

Languages: *English*

### Overview & History:

Sitrick and Company is not a traditional public relations firm. Its practice has a specialised focus, concentrating in corporate, financial, transactional, litigation support, reputation and crisis communications. Since the firm's founding more than 30 years ago, it has consistently ranked among the top crisis and strategic communications firm in the nation. The *New York Times* called it, 'The City's Most Prominent Crisis Management Firm.' The majority of the firm's senior executives are former editors and reporters from news organisations that include the *Wall Street Journal*, the *New York Times*, *Bloomberg*, *Los Angeles Times*, *Forbes*, *CBS News*, *ABC News* and *NBC News*. The firm also has former practicing attorneys and business executives..

### Services:

The firm concentrates in corporate, financial, transactional, litigation support, reputation and crisis communications. It provides advice, counsel and implementation of internal and external communications efforts and programs. It has a legacy media practice, a digital media practice and does media training, speech writing and crisis management.

Sitrick has been involved in litigation support of all kinds, including allegations of intellectual property theft, stock manipulation, wrongful termination, sexual harassment, breach of contract, fraud and fraudulent inducement, wrongful death, illegal drug use, SEC violations, and a variety of other white-collar crimes. The firm has also handled criminal and civil cases against companies and their executives for such things as price fixing, insurance fraud, options backdating, antitrust violations, race and sex discrimination, racism and #MeToo matters. Sitrick has a significant mergers and acquisitions and corporate governance practice and has done extensive work combatting short sellers and dealing with data breaches. Other issues include environmental matters, racketeering cases, family disputes, and high-profile divorces.

### Recent Works:

While the media often writes about the results Sitrick achieves for its client, perhaps more impressive is the work the firm does outside of the public eye.

This includes providing evidence to convince media organisations they have incorrect information about a client. The end result of these efforts ranges from modifications — sometimes significant modifications — in the stories to articles not being published at all. Sitrick was active on this front in the past year achieving results for its clients; it was also active in generating positive news coverage for its clients.

The firm's litigation practice was also very active this year, both inside and outside of the US. Clients included Toshiba V. Western Digital, Vantage Drilling V. Petrobas, Rizal Commercial Bank Corp V. Bangladesh Central Bank, The Michael Jackson Estate V. HBO, McKinsey RTS V. Jay Alix's Mar-Bow, Silence Therapeutics v. Alnylam, Woodstock50 V. Dentsu, as well as clients involved in the college admissions and #MeToo scandals, various intellectual property and labor issues, environmental issues, regulatory matters for both small and Fortune 100 companies and a number of Chapter 11 reorganizations, including First Energy Solutions.

The firm does not discuss the details of what it does for clients because of client confidentiality. But in a nutshell, its professionals help clients achieve their objectives both in the court of law and in the court of public opinion. Nearly all of the firm's clients come from referrals that emanate prior successes.

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#### WASHINGTON DC:

Steven Blum (Lt. Gen. USA, ret.):

443 977 7215

### CONTACT

**CHAIRMAN & CEO:** Michael Sitrick

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Email: [mike\\_sitrick@sitrick.com](mailto:mike_sitrick@sitrick.com)

The firm continues to be led by its founder, chairman and CEO, Michael Sitrick, who was the subject of numerous profiles this year for the successes the firm has achieved. The profiles ranged from articles in the *New York Times* to the *Columbia Journalism Review* to *Lawdragon*. *Lawdragon* said, 'To state the obvious: The world of public relations and crisis communications have had few legends like Mike Sitrick, the founder and CEO of Sitrick and Company. For decades, the Los Angeles-based media expert has been wielding his talents and influence in disputes ranging from the highest of high-profile to the potential embarrassments forever kept under the rug.'

### Key Clients:

The firm served roughly 200 clients last year, including Guggenheim Partners, Cerberus, KKR, McKinsey, Qatar, Motley Crue, Woodstock 50, The Michael Jackson Estate, Toshiba, Thomas H. Lee Equity and Rizal Commercial Bank Corp.