

KEKST AND COMPANY

Strategic, Corporate, and Financial Communications

When it comes to addressing serious corporate issues, Kekst and Company has long been the leading communications advisor to senior managements and boards of directors.

Our collective experience in virtually every facet of corporate communications and investor relations, as well as advising on M&A, bankruptcies and restructurings, crisis communications, litigation support, media relations, and corporate governance, has resulted in a strategic communications consultancy whose clients benefit daily from the individual and cumulative experience of our professionals.

Our 'collective body of knowledge,' as we call it, differentiates Kekst and Company and enables us to contribute meaningfully in every client engagement.

Our Firm

We are dedicated to providing extraordinary communications counsel and exceptional tactical execution.

Founded in 1970, Kekst and Company is a leading strategic, corporate, and financial communications firm headquartered in New York City. With approximately 70 employees, we are dedicated to providing extraordinary communications counsel and service to publicly-traded companies and private institutions around the world.

We are typically engaged to guide a client through its most pressing communications issues – providing value-added strategic communications advice and exceptional execution support at the highest levels of the client organization – often in collaboration with the client's other valued financial and legal advisors. We take a holistic approach to strategic communications and understand how to help our clients effectively communicate to their stakeholders, including the investment community, employees, customers, suppliers, and government officials, as well as the media.

The strength of Kekst is the experience, the judgment, and knowledge that our professionals possess as well as the objectivity, creativity, and energy we bring to each client assignment.

Our Approach to Client Service

At the core of our beliefs, every client and every assignment is unique

We have a deeply-ingrained client service culture, which enables us to maintain strong client relationships – some for many decades.

We partner with our clients to provide customized solutions to their communications needs, and pride ourselves on delivering the highest standard of client service to every assignment. At the core of our beliefs – developed and nurtured since the firm’s founding – is an operating philosophy in which every client and every assignment is unique.

As such, we approach every situation with a fresh perspective, taking advantage of our considerable individual and collective experience and judgement, earned through decades of being on the frontlines of the most challenging business issues.

Our client teams remain constant throughout the engagement, though we often draw on the skill sets and experience of other members of the firm to meet specific needs.

Our Industry Experience

Our professionals have advised clients in virtually every sector of the global economy.

Kekst and Company has represented corporations and institutions in virtually every industrial and service sector including:

- Aviation
- Asset Management
- Automotive
- Banking
- Biotechnology
- Chemicals
- Clothing and Apparel
- Construction
- Consumer Products
- Cosmetics
- Defense
- Energy
- Financial Services
- Food and Beverages
- Health Care
- Hedge Funds
- Industrials
- Insurance
- Infrastructure
- Investment Banking
- Luxury Goods
- Manufacturing
- Media and Entertainment
- Non-Profit Education
- Paper and Forest Products
- Pharmaceuticals
- Private Equity
- Precious Metals
- Professional Services (Accounting, Executive Search, Legal, Management Consulting)
- Publishing
- Real Estate
- Retail
- Steel
- Technology
- Telecommunications
- Transportation

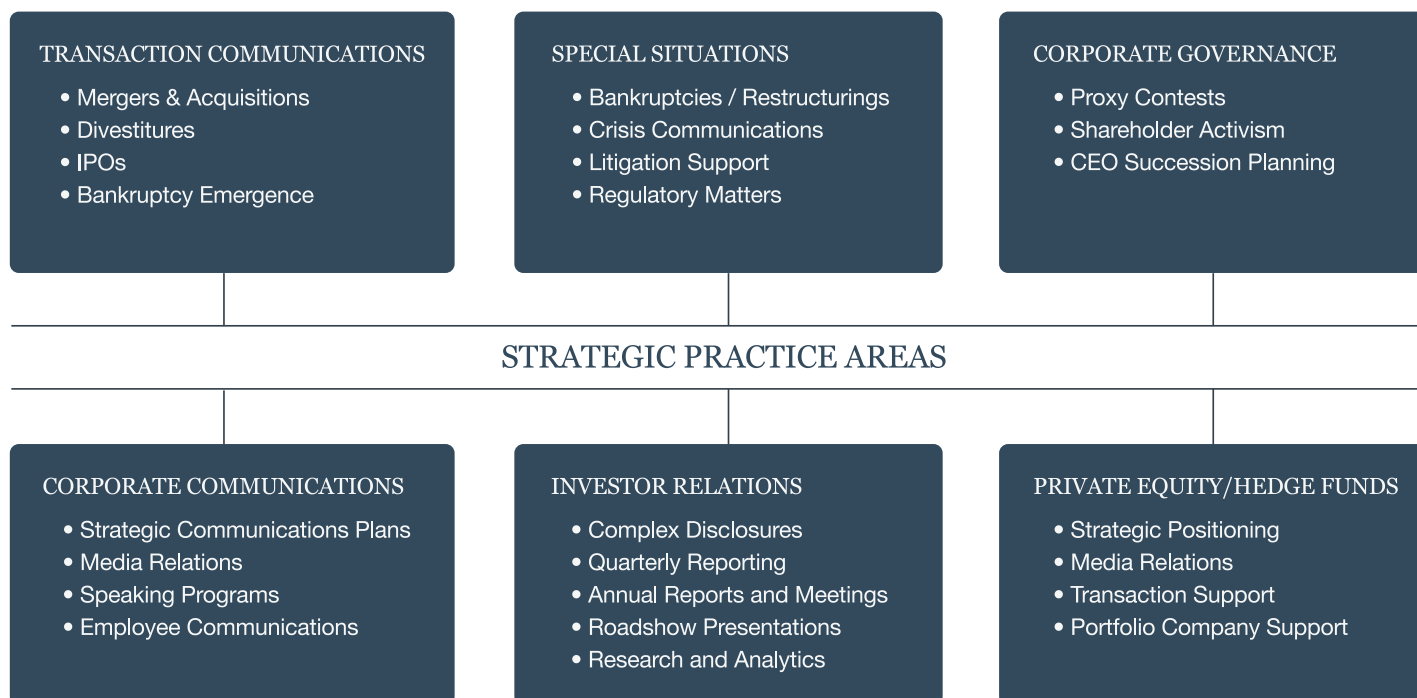
Our Global Reach

Our firm has access to communications resources in Europe, Asia, South America, and the Middle East.

In 2008, Kekst and Company joined forces with Publicis Groupe, the world's fourth largest marketing and communications holding company, whose activities span 104 countries on five continents.

Through the Publicis global network of communications experts, we have access to the resources of the finest public relations firms in the world, as well as access to other independent firms with which Kekst has established relationships over the years.

Our Practice Areas



Our Team

Our diverse professional backgrounds and cumulative experience enable us to provide informed judgment, high-quality advice, and value-added results.

Our people possess a wide range of backgrounds – finance, law, accounting, academia, government, and the media. For biographical information on any one of our professionals, please feel free to contact us.

Gershon Kekst
Lawrence Rand
James Fingerroth
Robert Siegfried
Jeffrey Taufield
Fred Spar
Lissa Perlman
Roanne Kulakoff
Thomas Davies
Ruth Pachman

Dawn Dover
Michael Freitag
Todd Fogarty
Wendi Kopsick
Mark Semer
Adam Weiner
Victoria Weld
Caroline Gentile
Eric Berman
Michael Herley

Michal Chafets
Molly Morse
Kimberly Kriger
Andrea Calise
David Lilly
Joseph Kuo
Micheline Tang
Lin Wu
Guy Celariste
Diana Postemsky

John Patteson
Douglas Kiker
Peter Hill
Lyndsey Estin
Sofia Mata-Leclerc
Paige Gruman
Brendan Syron
Melissa Sheer
Christine Gonzalez
Donald Cohen-Cutler

Recognition for Our Work



Over the years, Kekst has received numerous awards in recognition of the work we achieve for our clients. Among the most recent awards include:

- 2008 Sabre Award for Financial Agency of the Year
- 2008 Holmes Report Individual Achievement Award to Gershon Kekst
- 2007 Sabre Award for Financial Agency of the Year
- 2006 Sabre Award for Strategic Agency of the Year
- 2004 Sabre Award for Strategic Agency of the Year
- 2003 Sabre Award for Strategic Agency of the Year
- 2002 Sabre Award for Investor Relations Agency of the Year
- 2001 Sabre Award for Investor Relations Agency of the Year
- 2000 Sabre Award for Strategic Counseling Agency of the Year

Contact Us

“Public relations can’t be learned
except by experience.”

— Harry S. Truman

BUSINESS INQUIRIES:

If you are interested in learning more about Kekst or retaining our services, please contact:

Jeffrey Taufield, Senior Partner
Tel: (212) 521-4815
jeffrey-taufield@kekst.com

CAREER OPPORTUNITIES:

If you are interested in applying for a position, please email your resume and a letter to:
recruit@kekst.com

HEADQUARTERS

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