



Finsbury, The Glover Park Group and Hering Schuppener To Form One Global Firm

New York, N.Y., July 7, 2020 – Finsbury, The Glover Park Group (GPG) and Hering Schuppener are joining together to create the preeminent global strategic communications and public affairs consultancy. The new firm, Finsbury Glover Hering, will combine the complementary strengths of three of the world’s most respected advisory firms to counsel chief executives, boards and leaders at public and private companies, leading institutions and nonprofit organizations. The combination formalizes the strategic partnership between the three WPP companies, which was formed by Finsbury and Hering Schuppener in 2016 and which GPG joined in 2017.

At a time when companies and institutions face heightened expectations of purpose and transparency, as well as increased public and stakeholder scrutiny, Finsbury Glover Hering is uniquely equipped to provide integrated, tailored solutions to help organizations navigate the financial, legal, regulatory, societal and stakeholder complexities they must consider in shaping their communications. Clients will benefit from Finsbury Glover Hering’s global network of nearly 700 experts in 18 offices in the world’s major financial, government, business and cultural centers, where the firm builds on strong local foundations forged through decades of experience.

The new firm will lead the industry in:

- Public affairs and issues management, with deep policy expertise, a reputation for results and unmatched networks in the world’s capitals;
- Capital markets communications, having advised on more than 1,500 transactions with a total value of more than \$2 trillion over the past decade alone; and
- Corporate, crisis and transformation communications, successfully positioning CEOs and other leaders, steering major public and private companies through high-stakes moments of change and helping launch or re-launch organizations to industry leader status.

Finsbury Glover Hering will launch in early 2021. Finsbury founder Roland Rudd and GPG founder Carter Eskew will co-chair the new firm. Alexander Geiser, Managing Partner at Hering Schuppener, will serve as Chief Executive Officer with the support of seasoned global and regional management teams.

Finsbury Glover Hering will be driven by the highly entrepreneurial spirit that inspired its founder firms and intends to offer equity to recruit, retain and incentivize the best established and emerging talent in communications and public affairs. The management team will be investing in the new firm and will own 49.99% of the company alongside WPP, which will retain a majority interest. Mark Read, the CEO of WPP, will also join the Board of Directors of the newly integrated company.



Mark Read said: “We see in Finsbury Glover Hering a tremendous opportunity to establish a new global powerhouse in the strategic communications industry alongside a very talented and highly respected group of leaders. It also aligns with WPP’s strategy of creating simpler, stronger and more integrated client offers.”

Roland Rudd, co-Chairman and founder of Finsbury, commented: “Each of our firms is best in class and together create a new global standard for strategic advice and communications - we’d like to thank our clients for the trust they have placed in us as individual firms over the last decades.”

“We founded GPG with a highly entrepreneurial spirit, and we’re thrilled that we can now also offer a more sustainable value proposition to future generations,” said co-Chairman Carter Eskew.

CEO Alexander Geiser said: “With one global brand, balance sheet and governance, we are formally implementing what has long been reality for us. One firm, one team.”

The company will be headquartered in New York City, with operations in Abu Dhabi, Beijing, Berlin, Brussels, Dubai, Dublin, Düsseldorf, Frankfurt, Hong Kong, London, Los Angeles, Moscow, Riyadh, Shanghai, Singapore, Tokyo and Washington, D.C.

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About Finsbury Glover Hering

Finsbury Glover Hering is a new preeminent global strategic communications advisory firm, headquartered in New York City, with almost 700 multidisciplinary experts across the world’s major financial, government, business and cultural centers. The company was formed through the merger of the leading strategic communications consultancies Finsbury, The Glover Park Group (GPG) and Hering Schuppener. The firm provides combined support in Government Relations & Policy and Advocacy, Corporate Reputation & Leadership Strategies, Crisis & Issues Management, Transaction & Financial Communications as well as Business Transformation, supported by Research and Insights, Digital Strategy, Media Planning and Creative Solutions.

Finsbury Glover Hering serves its global client base from offices in Abu Dhabi, Beijing, Berlin, Brussels, Dubai, Dublin, Düsseldorf, Frankfurt, Hong Kong, London, Los Angeles, Moscow, New York, Riyadh, Shanghai, Singapore, Tokyo and Washington, D.C.

Find more information visit www.fgh.com

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