

Brackendale launch caters for private equity industry

London - 24 October 2013 - Brackendale Consulting Ltd, a boutique agency offering bespoke services to clients within the European private equity industry, has been founded by former financial journalist Fay Margo.

Brackendale provides a variety of marketing services such as media relations, deal origination and IR support, for both private equity houses and private equity portfolio companies.

The firm has already established a solid track record of devising effective communications campaigns for its clients, gaining global coverage in leading financial dailies and news organisations.

Margo (nee Sanders) spent nearly a decade as a private equity journalist, editing or writing for publications such as the Economist, The Financial Times Group, Private Equity International and France unquote. She later joined private equity consultancy Arbor Square Associates, before moving inhouse to carry out investor relations and deal origination work for secondary direct private equity house Cipio Partners; which remains one of Brackendale's major clients.

Brackendale's new website can be found at: www.brackendaleconsulting.com

"Brackendale came on board at short notice and was immediately instrumental both in formulating our media strategy and carrying it out," says Anders Sjöman, VP Communications at private equity-owned video-on-demand platform, Voddler.

"As we began the global roll-out of Voddler's services, Brackendale was relentless in its pursuit of finding a good match between our message and appropriate media outlets; bringing international news coverage at a scale and level that far exceeded expectations."

Brackendale can form effective partnerships with existing IR and marketing teams, as well as coming on board to take full responsibility for media strategies, explains Margo.

(cont...)



“We offer a multilingual, personal approach, largely thanks to the extensive network of European private equity contacts that Brackendale has built up over the years, comprising investors, fund managers, intermediaries, banks, venture capitalists, and the financial press.”

For further information please contact: info@brackendaleconsulting.com

About Brackendale Consulting Ltd

Brackendale Consulting Ltd is a European boutique consultancy offering bespoke services to clients within the private equity industry. The firm offers a variety of services such as supporting and advising on deal origination, fundraising and investor relations, devising effective media and communications campaigns, marketing and company branding, and writing financial literature for specific target audiences. Brackendale employs multilingual staff with deep sector experience and an extensive network of longstanding contacts across the European private equity community, comprising investors, fund managers, intermediaries, banks, venture capitalists, and the financial press.

