

# SLOANE & COMPANY

## **Sloane & Company Announces Promotion of Erica Bartsch to Managing Director**

*--Furtherers commitment to enhancing Sloane's expertise in investor relations  
and special situations capabilities*

New York, NY, February 5, 2019 – Sloane & Company, an industry leading strategic communications firm, today announced the promotion of Erica Bartsch to Managing Director.

Erica will continue her focus on bringing the latest thinking to Sloane's investor relations practice and lending her expertise to the agency's strong special situations capabilities. As important, Erica's ascension to senior management brings with it the opportunity to more actively contribute to the direction of the agency in the years ahead.

Commenting on the announcement, Darren Brandt and Whit Clay, Co-CEOs of Sloane & Company said: "Since joining our team more than a decade ago, Erica has solidified her place as a leader within our organization, serving as a mentor to many Sloane & Company employees. She has gone well beyond her job description contributing to the success of the firm in all the ways we hope for in our team members. In her practice area, she has stayed close to the evolution of the investor relations industry, and has done a wonderful job expanding our platform by adding data and analytics capabilities as well as furthering relationships with key stakeholders. We are excited to welcome her as the newest member of our senior management team as we position our firm for growth in the years ahead."

Erica has been with Sloane since 2008 and has served as a trusted advisor on various high-stakes matters for prominent companies and organizations. She has provided strategic counsel and messaging support around quarterly earnings, initial public offerings, mergers and acquisitions, crises and other investor relations engagements. Prior to Sloane, she spent two years as a sell-side analyst at Rochdale Securities, a boutique sell-side broker dealer where she primarily covered the consumer discretionary and staples sectors. Erica started her career at AstraZeneca Pharmaceuticals in sales operations and marketing.

Erica Bartsch, Managing Director at Sloane & Company, added: "Since joining Sloane, I have been fortunate to work with outstanding team members and I am delighted and honored to be taking a senior leadership position among such a talented group. Looking forward, I remain committed to expanding Sloane's strategic financial communications competencies. By taking a more holistic view of shareholder engagement and leveraging evolving digital technologies and predictive analytics, we can provide a more dynamic view of current capital market trends and provide innovative ways to tell company stories to shareholders, media and other key stakeholders."

### **About Sloane & Company**

Founded in 1998, Sloane & Company is an industry-leading strategic communications firm focused on Corporate Communications, Media Relations, Investor Relations, Crisis Communications and Issue

Management, Shareholder Activism and Proxy Contests, Transaction Support and Public Affairs. The firm's senior leadership is actively involved in all aspects of client work, utilizing a deep understanding of the media, capital markets, and global political and social issues to build, enhance and execute communications strategies. Sloane & Company was recognized by The Holmes Report as the 2015 U.S. and Global Corporate Agency of the Year; and Crisis Agency of the Year in both 2012 and 2010.

**Contact**

Stephanie Sabath for Sloane & Company  
ssabath@sloanep.com  
212-446-1873