

# KENT PLACE COMMUNICATIONS

*Kent Place Communications, LLC is a full-service corporate communications and public relations firm headquartered in the New York City area. Leveraging a background in both finance and communications, the team at Kent Place Communications strives to provide investor focused, market savvy, financial public relations counsel.*

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Kent Place Communications, LLC (KPC) was formed in 2012 to provide investor relations, corporate communications, and transaction communications counsel to businesses primarily in the financial services, alternative investment and real estate investment trust (REIT) sectors. Its Founder and President, Melissa Sheer, has over 17 years of experience in the financial services and communications industries.

Melissa and her team provide investor relations and strategic communications counsel to both publicly traded and privately held companies involved in mergers and acquisitions, corporate restructurings, crisis situations and management transitions, among others. Melissa has extensive experience in the insurance and financial services industries, with broad experience in the alternative investment sector, including hedge funds, private equity firms and real estate investment trusts. She and her team work closely with senior executives to formulate effective communication and investor relations programs, providing strategic and execution support throughout the year. The team is integrally involved in all aspects of investor relations and communications programming, including the quarterly earnings process, corporate investor and analyst days, the planning of non-deal road shows, annual shareholder meetings, media and presentation training, and interactions with members of the financial media.

Working closely with the senior management of private equity firms to develop both short and long term corporate communication goals, the team at KPC helps design and draft original marketing materials to support fundraising efforts. They have coordinated deal announcements and managed all media coverage for several billions in private equity transactions.

In terms of media relations, the KPC team has a national network of over 2000 print reporters and 200 broadcast TV producers. The team has placed hundreds of print interviews and attributed quotes, as well as on-air segments on CNBC, Bloomberg TV and Fox Business TV for clients across industries.

Melissa is a former Managing Director of Kekst and Company, a leading strategic, corporate, and financial communications firm headquartered in New York City. Prior to joining Kekst, Melissa was a Director of Investor Relations at Citigroup, managing and developing external communications for Citigroup's institutional shareholders and research analysts regarding financial results, business strategy, and all other public announcements. She was also a Senior Portfolio Manager at Morgan Stanley, managing over \$1 billion in fixed income portfolios for ultra-high net worth clients. Melissa holds a B.A. Degree in Political Science from Barnard College/Columbia University and an MBA in finance from New York University's Stern School of Business.