



FINANCIAL &  
CAPITAL MARKETS  
COMMUNICATIONS

## **THOMAS WALEK ANNOUNCES LAUNCH OF PEAKS STRATEGIES STRATEGIC FINANCIAL AND CAPITAL MARKETS COMMUNICATIONS**

NEW YORK, APRIL 21, 2016 -- Thomas Walek today announced the launch of [Peaks Strategies](#), a strategic communications firm serving financial services and capital markets clients. Peaks Strategies defines, differentiates, promotes and protects clients in a marketplace undergoing profound changes.

"Today's clients and today's markets demand experienced, focused communications advice and execution. Peaks Strategies will meet those demands with drive and passion," Walek said. "From defining brand to building visibility, financial communications, transactions, product launches and managing crisis, [Peaks Strategies delivers results that help clients build business.](#)"

Peaks Strategies specializes in strategic communications for public and private companies in capital markets, alternative and traditional asset management, fintech, and financial and professional services.

[Walek is an award-winning pioneer in communications for the financial services industry.](#) In 1998 he founded Walek & Associates, a global financial and capital markets boutique serving multinational brands and emerging leaders. Walek received numerous awards and recognitions from *HedgeWeek*, *PRWeek*, *O'Dwyer's*, The National Investor Relations Institute and *The Hedge Fund Journal's* "Outstanding Contribution: Hedge Fund Media Communications." Walek sold his firm in 2013 and exited the agency earlier this year.

"I'm excited to focus on the boutique service model with Peaks Strategies," Walek said. "It's a powerful structure for providing clients with the experience, focus and drive they deserve and the integrated communications perspective they need to prosper in today's demanding markets," he said.

Peaks Strategies, 54 West 40<sup>th</sup> Street, New York, NY 10018. 917-353-7575.

[www.peaksstrategies.com](http://www.peaksstrategies.com)

end

### CONTACT

Thomas Walek

Peaks Strategies

[twalek@peaksstrategies.com](mailto:twalek@peaksstrategies.com)

917-353-7575