



ARMEL LESLIE JOINS PEAKS STRATEGIES AS PARTNER IN FINANCIAL, CORPORATE PR BOUTIQUE

MATT YEMMA NAMED SENIOR VICE PRESIDENT

Adds Five New Clients

NEW YORK, JUNE 15, 2020 -- [Peaks Strategies](#) ("Peaks"), a financial & corporate specialist PR consultancy founded by award-winning agency veteran Tom Walek, today announced that Armel Leslie, a former partner with Walek at Walek & Associates and communications professional with more than two decades experience, has joined Peaks as Partner.

"Armel joins Peaks at a historically challenging time for the industry and a time when we are seeing compelling client demand for experienced, value-added agency services," said Walek. "Armel has unparalleled experience and domain knowledge across the capital markets and financial services landscape and has a proven track-record fostering long-term client relationships."

"I have no doubt that we will pick right back up and form a formidable partnership given our complimentary skill-sets and shared passion for client service and building long-term, meaningful relationships," said Leslie. "We have a stellar team and employ an open architecture to tap best-of-breed consultants dictated by the dynamic needs of our clients, a business model that further been borne out by the Covid-19 era and the ability to be nimble and flexible."

Matt Yemma Named Senior Vice President

Peaks also announced that Matt Yemma has been promoted to Senior Vice President – Media Relations.

Yemma joined Peaks in 2018 as a Senior Consultant. Since then, Yemma has consistently executed high level media relations campaigns for Peaks' clients across industries including asset management, fintech, ESG, real estate, and professional services.

"Tom and I have built an excellent working relationship focused on delivering results for our clients," said Yemma. "We've worked closely to bring in new clients and to work with

them to design and execute impactful programs. It's an exciting time to be part of such an experienced team dedicated to providing senior level service and real value-add to clients."

Peaks Adds New Clients

Peaks also announced recent new client wins.

"Today's markets present opportunities for growth and leadership for our clients and our firm," said Walek. "We're leveraging our strengths and identifying business sectors that are vital in the current challenging environment and that will re-shape the post-crisis landscape."

Recent client wins include:

- [XBTO Group](#) -- A leading player across the cryptofinance eco-system,
- [FLX Distribution](#) -- First-ever platform bringing together asset management firms and independent distribution professionals
- [Hercules Investments](#) -- Alternative investment manager focused on systematic strategies
- [Consolidated Audit Trail \(CAT, LLC\)](#) -- Formed by the SRO's, the CAT will facilitate regulatory surveillance by creating an extensive audit trail that will capture information for orders in all US exchange-listed securities.
- [Velocity Markets](#) -- Fintech company providing solutions to investors in digital assets

These new wins join long-term agency clients including [Quantitative Brokers](#), [Moody's Four Twenty Seven](#), [Hathersage Capital Management](#), [Trait Biosciences](#), [Sprout Mortgage](#), and [Province Brands of Canada](#).

Tom Walek is an award-winning pioneer in communications for the financial services industry. In 1998 he founded Walek & Associates, an international financial and capital markets boutique serving multinational brands and emerging leaders. At Walek & Associates and Peaks Strategies, Walek has received numerous awards and recognitions from organizations including 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 eponymous firm in 2013 and founded Peaks in 2016.

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ABOUT PEAKS STRATEGIES:

Founded by PR veteran Thomas Walek, Peaks Strategies is an independent public relations firm that delivers innovative and impactful communications solutions to clients across financial services, technology, ESG/impact investing, biotech/healthcare, and professional services. We partner and build long-term relationships with clients as we work with them to define, differentiate, promote and protect their reputations and brands

in today's demanding marketplace. We put our clients first and measure our performance based on their long-term success.

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