

Your Global PR Partner



Gregory FCA's acquisition of BackBay Communications creates a powerhouse in strategic financial communications, with offices in London, New York, Boston, and Philadelphia. Our integrated team spans the US and UK, ensuring coordinated PR campaigns with consistent messaging across global financial markets.

With talent drawn from major media such as The New York Times, S&P Global Market Intelligence, Money magazine, and WealthBriefing, and a unique combination of local insights and global reach, we provide tailored strategies to meet each client's specific objectives, whether serving UK firms seeking domestic and US reach as well as US firms looking to tap UK and European financial markets.

Focus Areas

At the core of our offering is a deep understanding of the financial services industry. Our UK team works hand in hand with our US team to provide tailored PR strategies for:

Private Markets: Elevating brands in a fast-changing, highly competitive and increasingly global marketplace

Fintech: Supporting the global growth strategies of the most innovative and ambitious technology firms

Asset & Wealth Management: Positioning your firm as a trusted authority through targeted media outreach and thought leadership

Sustainable & Impact Investing: Showcasing your expertise and commitment to sustainable and responsible investment to attract new investors

UK & European Financial Services PR Expertise

- ✓ Experienced, award-winning PR consultants with local expertise and strong media relationships
- ✓ Solely focused on financial services
- ✓ Amplify your brand's presence with compelling authentic narratives that resonate in the UK market and reach the right audiences, aligned through a global communications strategy

Representative Clients



Why Gregory FCA & BackBay



Integrated Strategies:

Coordinated PR campaigns with one integrated team that spans the US and UK markets, ensuring consistent messaging and maximized impact.



Local Insights, Global Reach:

Our UK team's strong media relationships and deep market knowledge complement our established US expertise, providing a comprehensive approach to your PR needs.



Tailored Solutions:

We understand that each client is unique. Our strategies are customized to your specific objectives, whether you're looking to break into the UK market or expand your influence globally.

Let Gregory FCA and BackBay Communications be the bridge to your success in the UK and beyond. With our seasoned PR professionals and unrivaled media connections, we are ready to elevate your brand's presence on both sides of the Atlantic.

Contact us today to learn how our expanded capabilities can benefit your business.



"The role of public relations and content marketing, especially when assisted by BackBay Communications, is highly valuable...we know we must leverage the necessary expertise to maintain the brand that we have worked so hard to build."

– **Alicia Cooney,**
Partner, Monument Group



"It has been incredibly helpful to have BackBay partner with SuperReturn, leveraging their expertise and network in private capital to amplify our own marketing efforts, raise the profile of our conferences, and be a trusted advisor."

– **Dorothy Kelso,**
Global Head of SuperReturn

Your UK Team



Stephen Fishleigh

Managing Director, London

20+ years experience in financial services strategic communications & PR roles. Heads up London office.



Amisha Mehta

Associate Director

Former journalist covering real estate, private markets, asset & wealth management and fintech. Content and media strategy guru.



Zaid Haroon

Associate Director

15+ years in comms, CSR & PR roles at leading global firms. Media relations specialist.

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