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## **Jonathon Brill to join Financial Dynamics**

Financial Dynamics (FD), the leading business communications consultancy has hired Jonathon Brill as a managing director to strengthen its core financial public relations business. His responsibilities will include building FD's consumer industries sector offer. He joins on 1 April.

Jonathon joins from Bell Pottinger Financial where he worked for the last 13 years. He was the managing director of the business for the last two years. He has particular expertise in the retail and leisure sectors, having worked for Asda for the last 10 years. Other recent clients have included: the Savoy Group, Sportech, Reg Vardy, Provident Financial, Go and Energis. Prior to this Jonathon worked at Deloitte and Touche.

He has also been involved in a number of recent high profile transactions including:

- the acquisition of Asda by Wal-Mart; Asda/Wal-Mart's potential offer for Safeway;
- Tim Waterstone's offer for Hamleys and Fimbank's offer for The London Forfeiting Company.

In addition he recently advised Fidelity and other institutional investors through their recent discussions with the board of ITV plc, the merged Carlton/Granada business.

Charles Watson, FD's Chief Executive Officer commented:

*"We are delighted that Jonathon has decided to join Financial Dynamics and his addition to our team will strengthen further our market leading position in the UK financial communications marketplace. In particular Jonathon brings extensive experience in the retail and leisure sectors, where his proven track record in advising clients both on ongoing communications programmes and transactions will be invaluable."*

Jonathon Brill added:

*"I am very excited about joining FD at such an interesting time in its development. Since completing its management buyout last year FD is now clearly established as the leading independent international financial and corporate communications consultancy. The series of major new client wins it has experienced in recent weeks bears testament to the renewed momentum and invigoration which the business is now experiencing. It is a very exciting time to be joining the team."*

**For further information please contact:**

Charles Watson, Tel: +44 20 7831 3113

**About Financial Dynamics:**

One of the most highly regarded consultancies in the communications industry, Financial Dynamics employs more than 300 professional staff and advises more than 400 clients worldwide through its hub offices in London and New York, as well as its network of offices in San Francisco, Washington; Frankfurt, Paris, Dublin, Boston, Athens, Bahrain, Stockholm and Milan.

FD's services include financial public relations, investor relations, crisis and issues management and corporate, business-to-business and business-to-consumer communications.

Financial Dynamics is also a market leader in M&A advisory work.