

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 media focused, market savvy, financial public relations counsel.

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.

KPC provides 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. The team 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. The team works closely with senior executives to formulate effective communication and investor relations programs and is integrally involved in all aspects of investor relations and communications programming, including quarterly earnings, corporate investor and analyst days, the planning of non-deal road shows, media and presentation training, and on-record interactions with the press.

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 for several billions in private equity transactions.

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.

Angela Zener is a former marketing executive for technology startups in the San Francisco bay area such as Radius Technologies, Symphony Talent (Formerly Findly), and Lyrus Technologies where she has built award-winning brands, developed competitive positioning and messaging and scaled marketing organizations to support triple digit revenue growth. Angie has extensive experience building marketing strategies for established companies such as SAP and LexisNexis, and bridging internal marketing initiatives with public relations efforts. Angie has successfully helped bring new products to market, crafted impactful positioning and messaging for investors, enterprises, and SMB markets, and built technology infrastructure and operations for digital marketing. Angie holds a Masters in Public Health Policy and Administration and Bachelor of Science, both from the University of California at Berkeley. She was a former Robert Wood Johnson and Rockefeller Foundation Junior Fellow and Finalist at the London School of Economics Research Competition.

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