

**ANTONIA POWELL, APEX GROUP**

Antonia joined Apex Group as Head of Media Relations in July 2020, from FTI Consulting. Financial services provider Apex Group has 4,000 employees, 45 offices, completing 15+ acquisitions in two years. In six months Antonia has increased coverage volumes 513%, secured over 100 media opportunities and issued 35 press releases.

**GREGOR DAVIDSON, QUILTER**

Gregor is an External Communications Manager at Quilter, responsible for PR for Quilter Investors and Quilter's platform. During 2020, Gregor increased QI's media coverage by 260% and audience reach by 1,160%, while also playing an integral role in Quilter's replatforming project, which saw significantly more positive/neutral coverage compared to competitors.

**JEMMA JACKSON, INTERACTIVE INVESTOR**

Jemma has raised ii's media profile with a strong consumer emphasis, challenging exit fees and high charges. She has shared insights into how DIY investors might be faring, including the launch of ii's private investor performance index. She also commissioned and co-authored the Great British Retirement Survey.

**KOREN BYRNE, DEFAQTO**

Koren understands the need to balance Defaqto's objectives with those of the journalist. Importantly, she's open to feedback and always endeavours to produce accurate content that is useful for the readership, topical and actively seeks out new and interesting angles.

**RACHEL MASON, PR PROSE**

In her first full year as a freelancer, Rachel has smashed all her targets, securing regular high-profile coverage for all her clients. Following a recent campaign, a big London agency contacted her to say 'how do you do it?' confirming that her little one-man-band is punching well above its weight.

**STEPHEN SOBEY, JANUS HENDERSON**

2020 has demonstrated Stephen's strength as a PR professional; and reinforced his position as Janus Henderson's voice in the financial press. He has adapted the company's communication approach and messaging to meet the challenges of 2020; delivering insightful comment and best in class service to our partners in the media.