

ANTONIA POWELL, APEX GROUP

Antonia Powell has held agency roles at Maitland and FTI Consulting, becoming a Director by 27. Last year she joined Apex Group, a \$1trillion AuA global financial services firm as their first Head of Media Relations. In this role, she has achieved immediate increases in the quantity and quality of coverage and become a trusted advisor to the board. She contributes to the wider PR community via mentoring and diversity schemes and is committed to supporting mental health of her teams and media literacy for young people.

FENELLA CUTHBERT, CICERO GROUP

Fenella is a key adviser for her clients in the financial services industry, seamlessly working as an extension of their in-house teams. She played a central role on last year's Underpensioned Report, the industry's most widely covered research report of 2020.

JAMES VENTRESS, QUILTER

Since joining Quilter in January 2020, James has been leading on a press campaign to raise awareness of the dangers of investment scams and lobby the government to include scams in the Online Harms Bill. The campaign has helped move government policy on scams forward, and generated over 100 unique press mentions for Quilter.

JENNY OWEN, AJ BELL

Jenny is the rising star of AJ Bell's press team. During the year she was promoted to senior PR executive and took on responsibility for overseeing AJ Bell's social media executive.

MARY KENEFAKE, MORNINGSTAR, INC.

Mary Kenefake is EMEA Corporate Communications Manager for Morningstar, responsible for the company's external and internal communications across 13 countries. Mary works closely with financial journalists to provide data and resources that help inform and educate investors. Having previously worked at Morningstar's Chicago headquarters, she transferred to London in 2018.

WILLIAM SANDERSON, THE ASSOCIATION OF INVESTMENT COMPANIES

William has become an integral part of the approachable, friendly and proactive AIC communications team, devoted to increasing understanding of investment companies amongst the press and private investors. During 2020 he took their media events online, responded quickly to journalist requests, generated ideas and developed their media content library.