

MEDIA RELATIONS & THOUGHT LEADERSHIP: WORLD BUSINESS LEADERS

THE CHALLENGE

World Business Lenders (WBL) is a nationally recognized small business lender. When its CEO, Doug Naidus, became the subject of negative media attention that significantly impacted WBL's business relationships and Naidus' reputation, the company retained The TASC Group. Naidus has keen insight on the current landscape and future of banking and fintech. TASC was charged with repairing Naidus' and the company's reputations, as well as developing relationships for Naidus with key members of the media and building out his thought leadership platform.

THE STRATEGY

TASC reintroduced Naidus to the top finance, financial technology and business reporters and developed his thought leadership platform by inserting him into major media storylines on fintech companies, small business lending and national financial crises. TASC also set up informational interviews for Naidus to speak with reporters one-on-one, which positioned him as an expert on the world of finance.

THE RESULTS

TASC's work resulted in interviews with the top finance and business reporters across the country, as well as 103 media placements in outlets such as [USA Today](#), CNBC, Fortune, [Business Insider](#), Financial Times, Yahoo! Finance, [Reuters](#) and Yahoo! News, generating an estimated 88 million media impressions. TASC also helped establish long-term relationships for Naidus and introduced him as a source to reporters at key outlets, including The Wall Street Journal, Bloomberg, MarketWatch, Yahoo! Finance, USA Today, Reuters, American Banker, Quartz, Financial Times, the Associated Press and The New York Times.

100+ MEDIA PLACEMENTS

 **MarketWatch**

 **USA
TODAY**

 **REUTERS**

 **FT** FINANCIAL
TIMES

 **AP**

WALL STREET JOURNAL

Bloomberg

AMERICAN BANKER

 **CNBC**

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