



Tom Groenfeldt

Financial Services & Technology Founding

Editor at techandfinance.com

"Think twice before you engage Jennifer Massing to handle your public relations. She's great for journalists but she's tough on CEOs.

I have watched her in action. She demands time, clear thinking and intelligent answers. Be prepared for tough questions, but better to get them from her and have time to think that be shocked when a reporter asks them.

I suspect her approach is also cost effective and time effective. She doesn't waste a lot of time going through a company's layers -- she wants CEO access and she wants to deliver it to reporters. This may seem unusual, but it saves everyone a lot of time and reporters appreciate talking to the top instead of wading through lower level spokespeople who need to check with a boss or two before answering a question.

Jennifer knows her stuff -- if you know yours, you'll find her great to work with and you might even find working with reporters is enjoyable too."

Jack Swan

Founder and CEO

Market Systems Technology

"Jennifer Massing was recommended to us by a top-tier financial advisor as someone who could help build our corporate image. Her company, Massing PR, was engaged to work with Market Systems Technology to improve our visibility in the Financial Service industry. She designed a comprehensive campaign to improve our image and promote our products and services. Jennifer has a great deal of experience in this industry segment. She understands the problems, knows the major vendors, consumers and industry leaders. Jennifer has a good working relationship with the trade press and knowledge of how the press operates. Once engaged she quickly produced plans for a campaign that included a schedule of press releases, thought leadership pieces, interviews and trade show appearances. She has a large portfolio of examples to use for guidance. Jennifer was able to explain the workings of PR to engineers and made us comfortable with the process. I hope to be able to engage her again and would recommend her to anyone wishing to tame the PR beast."

John Wise

Founder

Netik LLC

Jennifer Massing and Massing PR proved to be the right fit for Netik. They provide a combination of media training and coaching beyond what I have experienced from other companies. Jen is willing to listen to product strategy and provide competitive analysis of what the competition is doing and who could become competition. In addition, I believe the fundamental difference is that Jennifer's excellent preparation results in quality briefing and debriefing. This ultimately results in well tuned messages that get communicated to the right people.

Jen is a popular person in the financial news world and has provided excellent coverage across North America, Europe and Asia. She also has a strong understanding of the Private Equity and Investment Banking market due to several projects that she has undertaken. The result is a very rounded person who has an excellent work ethic.

Due to the nature of international business Jen is on line 24/7 and willing to be on unsocial calls as required, and doesn't panic during difficult markets and/or events. She is always willing to help and even train new middle management as required."

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**Sam Cinquegrani**

Founder and CEO

ObjectWave

"I have had the pleasure to work with Jennifer on several initiative and I find her work to be professional, thorough and top quality. Jennifer spends the time to understand your business and product no matter how complex. She gives you a perspective that is unlike something you would get amongst your own people, and makes you think about how to position your product in the public arena.

Jennifer's commitment to her work is second to none. She has the experience and the 'know how' to do a great job on time and on budget"

Ashok Mittal

Senior Vice President

TheBEAST/Beast Financial Systems

"Jennifer is a sincere, honest, smart and hard working individual. She was responsible for managing marketing, trade shows, promotions and public relations for TheBEAST, globally. Her contribution to the success of brand name creation in the initial stages was noteworthy. She managed to get the name and brand out to global financial markets quite effectively. It was a pleasure working with Jen."

Russell Flagg

President

Flagg Management Inc

"Jennifer Massing is one of the most knowledgeable financial markets PR and marketing professionals we know. She's the energizer bunny with a long list of contacts and skills to help any client achieve more awareness and branding in the marketplace."

Gary Wright

Founder and CEO

B.I.S.S. Research, Benchmarking International Systems & Services

"Jennifer Massing is one of the industries top professionals. Having worked with her on a project with one of our clients, we were very impressed by her dedication, hard work and professionalism. She was a delight to work with and B.I.S.S. Research has no hesitation in recommending her and Massing PR as an excellent choice for any organization seeking a knowledgeable veteran with a wealth of experience in the Financial Services Sector."

Peter C. Harris

Founder and President

Lighthouse Partners

"Lighthouse Partners has worked with Jennifer Massing and MassingPR on a number of projects, including as a key PR partner for the 'on Wall Street' event series and as strategic marketing counsel for Lighthouse clients, including leading-edge technology innovators focused on the financial services vertical. MassingPR has always provided an individualized service that has helped Lighthouse grow its business through referrals while retaining strong client relationships, resulting in repeat business. MassingPR has scored highly with our clients and business partners".

Nigel Woodward

Global Director

Financial Services at Intel

Jennifer Massing's key skill in financial sector technology PR is knowing the way her client's markets work, listen, research its influence channels and how it communicates. I have seen the results of her work in action and the increased visibility of companies who have worked with Massing PR."

Larry Tabb

Founder and CEO

TABB Group

"I have known Jennifer for many years. She has been an excellent PR person who has both spotted and help many fin tech firms. She is hard working, creative, and has a good eye for talent."

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