

# ALDER



Crisis PR & Issues  
Management  
Financial Services



# ABOUT ALDER

Alder is a specialist crisis communications consultancy. We provide tailored support to the financial services sector, minimising reputational threats in order to help clients maintain a discreet profile.

Should a crisis arise, we are ready to step in with expert counsel and support. Our consultants work closely with in-house teams, offering crisis PR guidance, strategic counsel, and stakeholder management advice during critical moments.

*Alder / 'ɔːldə / noun*

*The alder tree has long been  
a symbol of protection,  
stability and restoration.  
Its wood was historically  
employed for the building of  
wharves and flood defences.  
Even after centuries under  
water, alder doesn't rot,  
but is instead strengthened  
by every breaking wave.*

“Alder has delivered tremendous communications advice and support to our PrivateEdge clients going through difficult periods”

**AIG**





# OUR SERVICES: REPUTATIONAL RISK MANAGEMENT

We advise financial services clients across the sector – from fintech startups to private equity firms to major insurers – helping them to build resilience, identify vulnerabilities, and minimise reputational risk. We offer bespoke training and preparatory work as well as ad hoc support to companies facing live issues.

## **Crisis Communications Manual**

Drawing on our extensive sector experience, we create tailored manuals and crisis-handling protocols with step-by-step instructions, practical tips, and scenario-based communications to help clients prepare for crises effectively.

## **Vulnerabilities Audit**

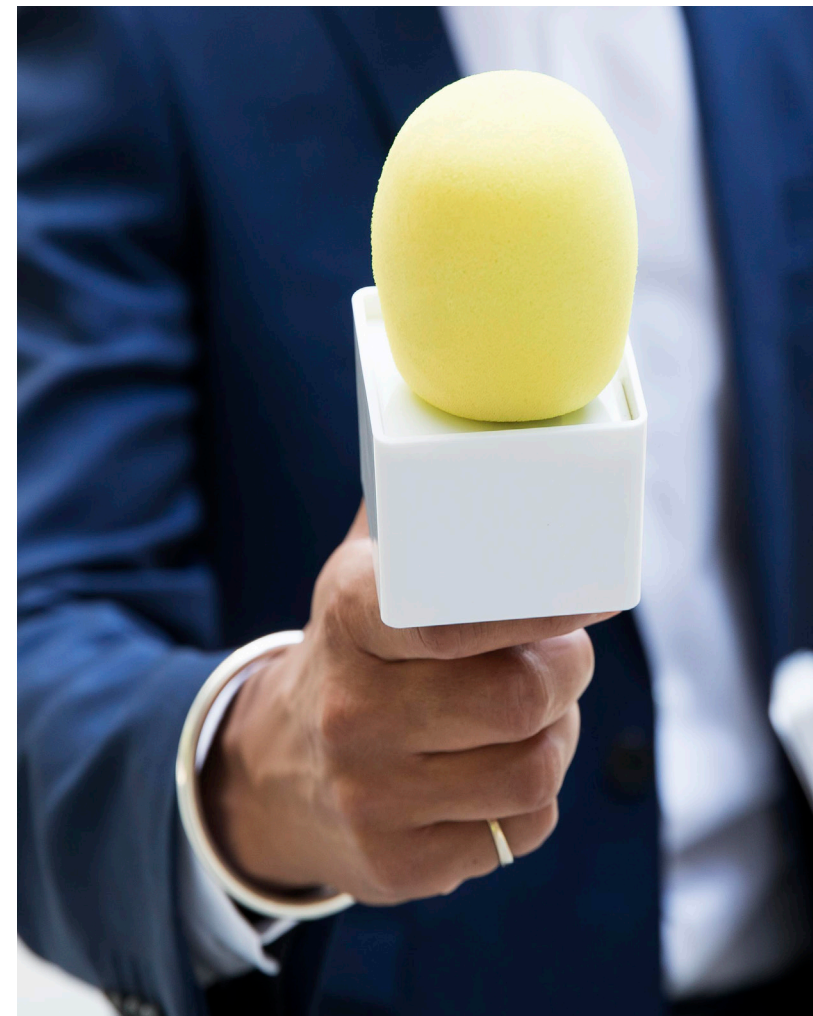
Our audits assess the vulnerabilities posed by your unique reputational risk landscape, from media exposure to internal processes and dynamics. We deliver a detailed report with actionable recommendations to enhance resilience and address existing risks and vulnerabilities.

## **Media Training**

We provide bespoke training to equip senior leaders and in-house teams with essential crisis-handling skills. From tabletop exercises to hostile interview practice and studio sessions, our flexible approach ensures internal teams are fully prepared and aligned on messaging.

## **Ad hoc support**

We provide time-critical crisis PR guidance, stakeholder management advice and strategic counsel to clients facing unfolding crises or complex issues. Clients value our rapid response and specialised advice at challenging moments.







# OUR SERVICES

## CRISIS PR

Many firms face complex reputational issues, and we are on hand to provide strategic counsel, media relations advice, and online reputation management support to help them navigate live issues effectively. Our discreet and effective consultancy ensures stakeholder confidence is maintained even under intense scrutiny.

Issues we regularly advise on include:

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Class action lawsuits

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Regulatory investigations

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Complex litigation

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Collateral reputational risks,

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ESG-related issues

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Scrutiny of profits and bonuses

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Arrests and criminal trials

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Workplace behavioural issues

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Employment disputes & tribunals

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Internal and external stakeholder management

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Customer complaints

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Data breaches

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Cyber threats

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# OUR TEAM

Our financial services team is made up of highly experienced consultants who are experts across a variety of practice areas. They may be supported by other colleagues whose details are available on our website [here](#)

“The expertise of the Alder team shone through, and I would recommend their crisis communications services to any business searching for a watertight reputation management plan.”

CEO, regular client



**TIM TOULMIN**  
**Managing Director**  
Tim provides crisis PR and strategic counsel to CEOs and senior leaders in the financial services sector. He supports clients on issues including cases of misconduct; complex litigation; regulatory failures and serious criminal matters, all of which can give rise to significant publicity. Tim founded Alder in 2010 after serving as Director of the Press Complaints Commission.



**RICHARD CASEBY**  
**Senior Adviser**  
A former Sunday Times Managing Editor and Times Newspapers board director, Richard has an unrivalled understanding of media strategy and crisis response. He led communications for the UK’s largest governmental department and has advised Middle Eastern governments. His areas of expertise include media, crisis communications and public affairs.



**MIKE PEARSE**  
**Specialist Partner, Broadcast**  
A former Broadcast Journalist of the Year, Mike brings unparalleled expertise in media relations. Through intensive media and interview training, he prepares clients for public scrutiny and stakeholder pressure.



**CARRIE BIRMINGHAM**  
**Specialist Partner, Crisis HR & Cultural Transformation**  
Carrie is Alder’s specialist HR partner, helping organisations put their people at the heart of their crisis response and helping them unearth cultural hotspots that lead to reputational damage. She is an experienced and qualified HR Director, OD consultant, facilitator and coach. Carrie supports with training when there are cultural issues that need to be addressed.



**JACK MYERS**  
**Senior Account Director**  
Jack advises many of Alder’s financial services clients and leads the firm’s training services, supporting clients on a range of issues and ensuring they are prepared for any crisis event. Jack joined Alder following senior consultancy roles at a range of specialist communications firms.



**SUSAN SMITH**  
**COO**  
Susan ensures Alder’s client-facing team operates seamlessly by managing back-office operations. With senior management experience at Ketchum and Weber Shandwick, she specialises in coordinating high-functioning teams to deliver exceptional results.



# OUR PARTNERS

As the sole UK member of the Crisis Communications Network Europe, our financial services clients enjoy pan-European support for any international crisis event.

We pride ourselves on the strong, trusted relationships we've built with many long-standing clients over the years, who time and again return for peerless crisis advice and support.

We are frequently instructed by major insurers such as AIG and RSA when their clients are facing challenging situations

“Very calm. Very responsive.  
Very measured and sound advice.  
Excellent to work with!”

CEO, regular client

“We have had excellent support from the team at Alder to manage an extremely complex and politically sensitive set of circumstances. Their advice on press handling, their contact with excellent training and live press support has been hugely beneficial to us.”

Corporate client

For a discreet, no obligation discussion about your needs please call us on 020 7692 5675 or email [enquiries@alder-uk.com](mailto:enquiries@alder-uk.com)