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## **BK Communications Group Announces Strategic Partnership With Former AllianceBernstein Global Branding Director**

**Clifton, New Jersey, June 17, 2009** – BK Communications Group (BKCG) today announced a strategic partnership with James Velgot, a Wall Street visual communications pioneer who was most recently Director of Global Branding at AllianceBernstein. Velgot will offer his brand identity and visual communications expertise on a consulting basis, as part of BKCG’s best-of-breed team of strategic partners that complements the firm’s services. BKCG provides comprehensive solutions for investment managers’ marketing and client communications efforts – helping firms in the areas of message development and materials creation in every medium from pitchbooks to investor communications to websites, as well as presentation coaching.

“This partnership strengthens our ability to provide our clients with a suite of tools for more successful asset gathering and client retention,” said Kevin Kasper, one of BKCG’S Principals. “Jim Velgot’s expertise is a great match with ours, and it’s a proven combination.” Kasper was referring to successful client engagements already completed or under way by BKCG with Velgot as strategic partner, including high-end deliverables for a global alternative asset manager and a prominent boutique service provider.

“Jim represents a very unusual combination of project management skills and visual creativity,” observed Eric Brand, a Principal of BKCG. “I know from the inside, having worked closely with him on many successful projects at AllianceBernstein – some of which are still in use today.”

James Velgot’s 25-year career has been dedicated to fostering next-generation visual communications, building one of Wall Street’s most respected design capabilities and overseeing global rebranding at Sanford C. Bernstein & Co./AllianceBernstein. Now a successful consultant for investment managers as well as such icons as the Manhattan Institute and the New York Historical Society, Velgot provides brand identity and communications consultation across the entire spectrum of delivery media – including print, web, interactive media, satellite broadcasting, and multi-language live webcasting.

The client engagements on which BKCG and James Velgot are collaborating join a growing roster for BKCG, which has seen an enthusiastic response from the investment management industry since its founding in January 2009. The demand for greater transparency and the need



to cut costs are driving more and more investment managers and service providers to outsource their marketing and client service communications. BKCG's experience, expertise, and scalability represent a compelling solution.

The firm plans to continue to add top-tier strategic partners to its team in response to client demand.

### **About BKCG**

BK Communications Group provides outsourced marketing and client communications services for the asset management industry. BKCG's principals have over 20 years of combined industry experience developing and implementing marketing deliverables for private and institutional clients across all asset classes, including alternative investments. BKCG helps investment firms define and craft their message – from strategizing the theme to polishing the content – and executing in every medium from PowerPoint to printed pieces to websites. BKCG employs a flexible, scalable approach, managing a team of top-tier strategic partners to complement its services in such areas as branding, graphic design, financial writing, and website development. BKCG's project management expertise and strategic partnerships allow for seamless solutions tailored to a client's specific requirements. BKCG takes a consultative, collaborative approach, seeking to understand the client's business and market from the ground up, and developing deliverables that reflect both the unique brand and value proposition of the client, as well as industry standards of design and content. For more details, please see [www.bkcomgroup.com](http://www.bkcomgroup.com)

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