



## **Wendy Taylor, Former Chief Marketing Officer of Hogan & Hartson, Joins Promontory Financial Group**

*(Washington, D.C. November 10, 2009)* -Promontory Financial Group, the premier global consulting firm for financial services companies, has named Wendy Taylor Director of Marketing.

With more than 15 years of experience in the marketing of professional service firms, Ms. Taylor will lead the development and execution of Promontory's marketing and business development strategy.

"We are delighted to have Wendy Taylor join our Promontory team," said Eugene A. Ludwig, Promontory Financial Group's Founder and CEO. "Her experience and extensive knowledge in marketing and branding will help the firm immeasurably as we continue to build our business in the United States and around the world."

Prior to joining Promontory, Ms. Taylor was Chief Marketing Officer at Hogan & Hartson, a leading international law firm based in Washington, D.C. At Hogan & Hartson she led the firm's global marketing and business development initiatives, including client-focused solutions, media relations, internal and external communication, brand management, competitive intelligence, and proposal development.

"I am thrilled to be joining Promontory at a time when the firm is experiencing incredible momentum," Ms. Taylor said. "My goal is to continue to build upon Promontory's success and work with this talented group of individuals to grow the business."

Ms. Taylor is a frequent lecturer on marketing-related topics. She received a bachelor's of arts degree in history from Brown University.

Ms. Taylor joins a unique team of professionals at Promontory that includes former senior financial services regulators and executives. Promontory provides strategic advice and assistance to financial companies worldwide, with a particular focus on developing practical solutions to address regulatory, risk, compliance, capital, governance, and liquidity issues. Promontory also performs high-level due diligence.

**Contact:**

Bill Atkinson, Weber Shandwick Worldwide

410-558-2136 (office)

443-794-5657 (mobile)

[batkinson@webershandwick.com](mailto:batkinson@webershandwick.com)