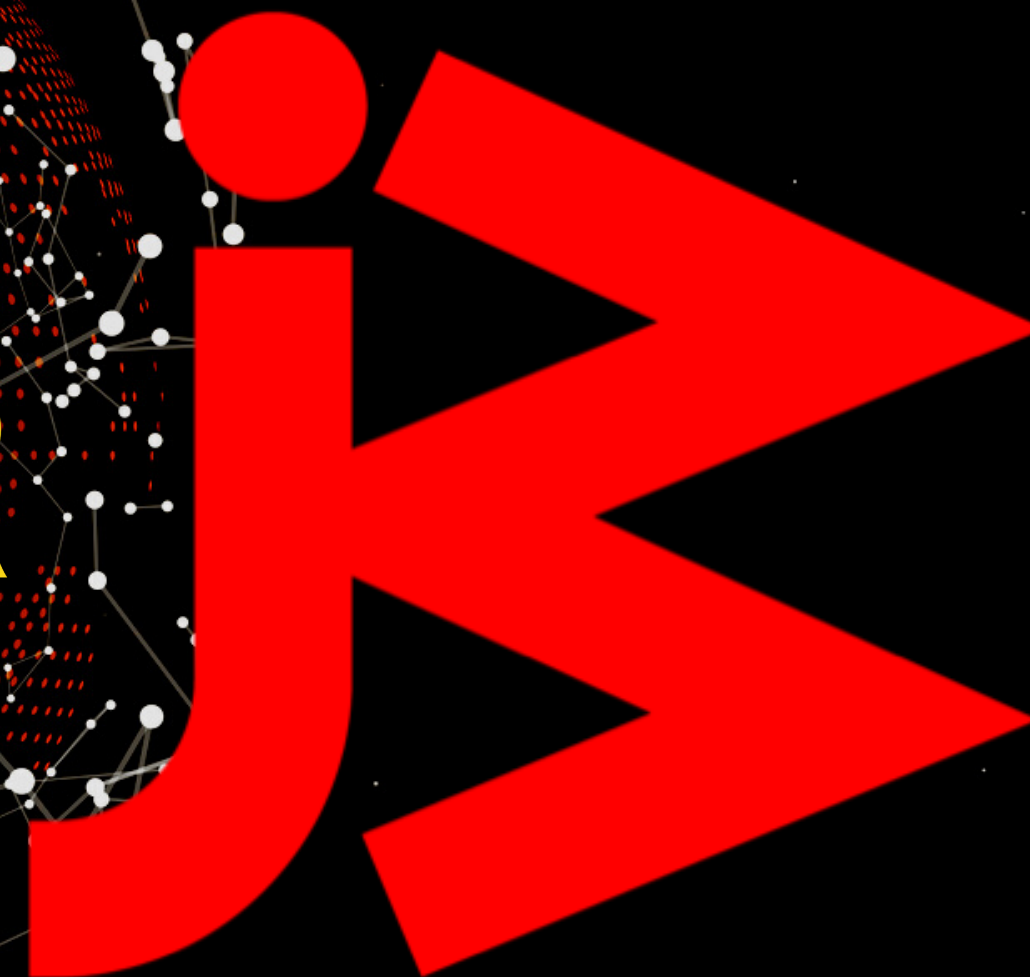




# JENSEN MATTHEWS PR

**THE FUTURE  
PRACTICE.**



Your PR firm for progress, innovation, and expansion.



**ACCESS 400+ journalists and global media platforms!**  
**Distribute your press releases to the top news outlets today!**





■ **technology.**  
**tradFi.**  
**deFi.**  
**fintech.**  
**blockchain.**  
**polycymakers.**

**Don't just be part of the newscycle. Create the news trends!**

# OUR STORY

**Global PR and Communication Experts powered by Serious Ambition.**

Our story originates in 2016 in the futuristic city of Dubai. Founded by entrepreneur and media expert **Loredana Matei** - we started our journey of bringing individuality to the forefront of public relations-beyond newswires and automation, we dedicated our work to bridge the technology with real press connections transcending the "press release" tactics. From global PR campaigns to advising CEOs we cover everything that matters: media, communications, advisory, training, events, research, and communication transformation.

We are truly global citizens, serving clients all over the globe, and championing emerging markets. Working together with world-class experts and creatives, we specialize in PR, brand messaging, CEO & Founder PR, comms transformation, media training, corporate communications, for a wide range of industries and businesses. We thrive on exploring and finding stories that impact business ecosystems, thought leadership, and shapes the future world we will live in.



## OUR PRACTICE

Our practice is diversely experienced in a wide range of industries. Driven by a native curiosity, our team never refuses the challenge of exploring new horizons. No matter which business field you are in, we are here to help.

## OUR AWARDS

In 2018 our Founder Loredana Matei was named “New Entrepreneur of the Year” at SME GULF CAPITAL AWARDS for her relentless work to make PR an affordable industry for small businesses and start-ups.

## OUR MISSION

We are on a mission to bring ethics back in communication, help enterprises achieve transparent and efficient communication and be the voice for change-makers.

# SUPPORTING CHANGE-MAKERS ACROSS THE GLOBE



---

# OUR FOUNDER

Entrepreneur. Start-up Mentor. Global Public Relations and Communications Expert. Moved to Dubai in 2014 from Bucharest Romania, Loredana built Jensen Matthews PR from scratch serving clients from 3 continents and exploring new PR-tech territories. With a huge drive to make a change in a well-known traditional industry, Loredana is on the mission to educate start-ups and entrepreneurs about the impact of PR and communication on their future. Named "New Entrepreneur of the year" in 2018 by Gulf Capital SME Awards, Loredana is helping start-ups and corporates to achieve their goals, communicate better, and solve major reputations and media trials. Advising entrepreneurs, start-ups, corporates & future tech game-changers on leading & implementing innovation through the power of the personal brand and communications, Loredana thrives to erase the borders of the world creating a more connected business community across cultures and continents. In a world of over-exaggerated mission statements, and promises of delivering outstanding service without any follow-through, Loredana is a refreshing asset to the PR world. Her ethos is simple; innovate, create, communicate better.

---



---

# JENSEN MATTHEWS SERVICES

---



- Media strategy and campaigning
- Press office and media relations
- Brand Messaging
- Content development
- Digital Reputation Management
- Key opinion leaders/influencer management
- Press Release Distribution
- Internal intelligence and stakeholder engagement
- Corporate communications
- Corporate narrative and messaging development
- Media training
- Events management

**PR  
&  
STRATEGIC  
COMMS**



---

# FOUNDER & CEO ADVISORY

- CEO agenda
  - Market entry
  - Executive positioning
  - Personal Branding
  - Board advisory
  - Philanthropy and sustainability
  - Thought Leadership
-



- Transformation road mapping
- Communication Parity Model Implementation
- Corporate restructuring
- Mergers and acquisitions
- Employee engagement

# COMMUNICATION TRANSFORMATION

---

# **STRATEGY CONSULTING LOBBYING**

- Strategic and industry positioning
  - Profile raising
  - Market entry
  - Product launches
  - Corporate narrative and messaging
  - Strategy and planning
  - Corporate rebranding
-

# OUR CLIENTS



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE




---

# OUR PROPRIETARY NEWS NETWORK

Finsight.news is a media brand of Finsight Media Inc based in the United States of America. Launched in 2021, Finsight.news reports on fintech, financial markets, blockchain, cryptocurrency and brings together global experts to analyze the current events.


---



**REUTERS EVENTS™**

## Payments Summit Europe 2022

Manage Data to Drive Value in a Real-Time, Open & Digital World  
London | 28-29 June



[REGISTER NOW](#)

2022  
**JUL 11-15TH**  
**LONDON, UK**

# FINTECH WEEK LONDON

Network With **1000+** Fintech  
and Financial Executives

[JOIN US NOW](#)

### Codebase Technologies launches industry-first white-label BNPL solution for banks, fintechs, lenders, and merchants

Finsight Breaking News / Fintech

As worldwide adoption and usage of BNPL grows as the alternative payment method of choice for today's young consumers, Codebase Technologies has responded by

**Dubai grants crypto exchange Binance a virtual asset licence**

Blockchain & Crypto / Finsight



**BLOCKCHAIN & CRYPTO / FINSIGHT BREAKING NEWS / FINSIGHT VOICES**

### Exclusive: Decoding UK Crypto Policy Approach – Jackson Mueller, Securrency

Government and Regulation





**Get In Touch With Us!**

**WASHINGTON DC DUBAI  
SINGAPORE KUALA LUMPUR  
HONG KONG ABU DHABI  
NEW YORK TOKYO**

[contact@jensenmatthews.com](mailto:contact@jensenmatthews.com)

[www.jensenmatthews.com](http://www.jensenmatthews.com)