Thought Leadership Development

The Challenge: Doug Naidus, CEO of nationally recognized small business lender World Business Lenders (WBL), was the subject of negative media attention that significantly impacted WBL’s business relationships and Naidus’s reputation in the media. TASC was retained to repair Naidus’s image and the company’s reputation, develop relationships for Naidus with key members of the media, and build a thought leadership platform for him based on his keen insights into the current and future states of fintech and banking.

Our Strategy: TASC reintroduced Naidus to the top finance, fintech and business reporters, and developed his thought leadership platform by inserting him into major media storylines on fintech companies, small business lending and national financial crises. TASC also set up informational one-on-one interviews with reporters that positioned Naidus as an expert on the world of finance.

Results: TASC’s work resulted in interviews with the top finance and business reporters across the country and 103 media hits in outlets such as USA Today, CNBC, Fortune, Business Insider, Financial Times, Yahoo! Finance, Reuters, Reuters UK and Yahoo! News. Our media work yielded over 88 million media impressions for Naidus and WBL. TASC also helped establish long-term relationships for Naidus with reporters at key outlets including The Wall Street Journal, Bloomberg, MarketWatch, Yahoo! Finance, USA Today, Reuters, American Banker, Quartz and Financial Times, and introduced him as a source to outlets including the AP and The New York Times.