

## Caliber Corporate Advisers Acquires Leverage PR

*Leading Financial and Technology Marketing & Public Relations Firm Acquires Austin-based Agency; Expands Industry Footprint, Team and Expertise*

New York, New York, April 4, 2017 – [Caliber Corporate Advisers](#), a leading strategic marketing and public relations firm, today announced the acquisition of [Leverage PR](#), an Austin, Texas-based marketing and public relations firm specializing in the financial services, real estate and technology sectors. The acquisition is the latest move in Caliber’s ongoing growth initiative aimed at continuing to expand the firm’s industry and geographical footprint to serve the needs of its growing client base both nationwide and globally.

“The decision to acquire Leverage represents one more step in our effort to support our commitment to growing our team of senior professionals to meet – and exceed – the evolving needs of our clients,” said Harvey Hudes, Founder and CEO, Caliber Corporate Advisers. “By combining Caliber’s extensive industry experience across the financial services, technology, and professional services sectors with Leverage’s proven track record in similar spaces, we are able to provide clients with a deeper bench of industry experts under one umbrella. Caliber will continue to review acquisition opportunities that further our commitment to our clients and the niche industries we serve.”

Caliber Corporate Advisers was founded seven years ago, and has served more than one hundred clients globally, providing strategic marketing advisory, public relations, and content marketing services that support clients’ specific business goals.

The combined Leverage and Caliber teams hold leadership positions on industry associations and media outlets including The FinTech Professionals Association, SXSW’s Accelerator, and AARP’s FinTech Advisory Board as well as Yodlee’s FinTech incubator.

“This is a prime example of building strength on strength,” said Joy Schoffler, Founder and Principal, Leverage PR. “We wanted to find the right partner for Leverage, a firm that would value our expertise in the financial services, technology, and real estate sectors. In Caliber we have found that partner, and we’re excited to join forces by combining our impressive networks as we continue to grow under the Caliber umbrella.”

Leverage PR is an award-winning agency that partners and provides support for numerous well-known financial services, technology, and real estate companies and industry events around the globe, including Finovate, Empire Startups, and South by Southwest® Interactive.

"Having worked closely with both Leverage and Caliber, we see this combination creating a powerhouse in the FinTech world and beyond," said Jason Henrichs, Managing Director at FinTech Forge. "The combined capabilities and experience are unparalleled. Clients will get the benefit of a firm that understands the nuances of financial services and technology, and the ability to execute."

Leverage will operate as "Leverage PR, A Caliber Corporate Advisers Company," with employees at the firms joining together to form a larger, robust client support network.

The acquisition was facilitated by the expert legal team at Spiro Harrison and the counsel of Gould+Partners.

### **About Caliber Corporate Advisers**

Caliber Corporate Advisers is a strategic marketing advisory firm that helps companies tell their story and connect with key stakeholders. Caliber is a trusted partner focused on driving growth of organizations within the financial services, technology (FinTech, LegalTech, MarTech) and professional services sectors. We provide best-in-class strategy and tactical execution of public relations and content marketing initiatives, as well as contacts' database research. To find out more, visit [www.calibercorporate.com](http://www.calibercorporate.com).

### **About Leverage PR**

Leverage PR is a full-service marketing and public relations firm delivering strategic planning, media relations and communications services within the financial services, technology, and real estate sectors. With extensive experience in internal and external communications and media relations, Leverage PR's team possesses a deep understanding of opportunities and challenges facing innovators. For more information, visit [www.leverage-pr.com](http://www.leverage-pr.com).

### **Media contact:**

Grace Keith

[grace@calibercorporate.com](mailto:grace@calibercorporate.com)

202.294.2529