MALTIN **PR**

AWARD-WINNING PR
FOR THE DEFENCE & SECURITY SECTOR

"They are my immediate and first port of call for any sensitive matter that has a PR or reputation management dimension."

2026 Chambers Top Ranked Litigation Support

Reputation Managers Spear's 500 Top Flight 2026

INTRODUCTION

Maltin PR is a leading international reputation management agency with a proven track record in high-stakes, strategically sensitive matters.

Headquartered in London, with offices on both the East and West coasts of the United States, we support companies to enhance their reputations to help them win public and private sector clients, and protect their reputations when in crisis. Operating in complex regulatory environments and under significant public scrutiny, we enable transformation at the speed of relevance and help our clients transform their reputations to suit rapidly changing environments.

In the new pre-war era, where nations across NATO and the EU are increasing defence spending, with ambitions to reach 3%, we help clients across the globe align with national priorities, build trust and secure influence in one of the world's most scrutinised sectors.

Our team of 50 specialist communications experts includes former senior government and military leadership, broadsheet journalists, BBC producers and corporate communications professionals with deep experience across security, government and regulated industries. We understand the nuances of UK defence communications, and how to support international firms navigating this complex environment, especially as the UK and EU seek to accelerate procurement and grow their defence industrial bases.

Maltin PR was founded 18 years ago by Tim Maltin, recognised as a 'Top Flight' reputation manager in the Spear's 500 Guide and listed as one of the world's top Crisis Communications experts. Four of our Partners are also ranked in the Spear's 500 Reputation Managers Index. Our team includes Major General (Ret.) Gary Deakin, who has significant first-hand experience both in combat and also in the boardroom.

We work directly with management boards, their legal teams and operational leadership to protect reputations, support procurement goals and manage sensitive communications, including stakeholder briefings, press office functions, crisis protocols and public affairs engagement.

For companies launching or scaling in the UK, NATO and EU markets, our strategic communications offer an innovative and highly effective route to growing market share and securing high-value procurement opportunities in the defence sector.

STRATEGIC MESSAGING

With the UK and EU governments framing defence as a national endeavour, our messaging work helps companies reflect the strategic priorities of the 2025 Strategic Defence Review (SDR) – from 'NATO First' and warfighting readiness to the need for integrated, tech-enabled forces.

We ensure our clients' communications reflect the SDR's emphasis on sovereign capability, innovation at wartime pace and alignment with UK, EU and allied interests – positioning them as critical partners in both deterrence and economic growth.

We help UK-based and international defence clients develop messaging that reflects the UK's evolving security posture. From NATO-first positioning to homeland resilience and the growth of a 'New Hybrid Navy', our work aligns client communications with the UK Government's strategic ambitions and threat assessments.

We ensure international firms highlight compliance with UK procurement frameworks, ethical standards, and national security priorities – from innovation and resilience to long-term sovereign capability, with messaging to match.

MEDIA RELATIONS

As the UK Ministry of Defence (MOD) invests in reshoring, radically reforms procurement, seeks export growth and builds new procurement partnerships, defence industry companies need to adapt their profiles and messaging rapidly to align and win influence. They must handle media scrutiny while building visibility. Our media strategies reflect the SDR's increased public and parliamentary attention to defence as an 'engine for growth'.

With trusted relationships across UK defence, business and broadcast media, we manage communications at pace and across time zones – essential in a 24/7 information environment shaped by both hybrid threats and public accountability.

We provide tailored support for companies operating across the Land, Maritime, Air and Cyber domains – including aerospace, AI, energetics, autonomous systems, munitions and dual-use innovation – helping them align with government objectives and scale operations at speed.

THOUGHT LEADERSHIP

Governments are increasingly calling on industry to support deterrence through constant innovation.

We position executives as authoritative voices on defence policy, innovation and sovereign capability – aligning with national strategies that view industry as a strategic partner in delivering deterrence and resilience.

This includes securing commentary, summit slots and policy roundtables across Westminster and key forums such as DSEI, Eurosatory, Farnborough International Airshow RUSI, Chatham House and NATO-aligned summits and conferences.

PUBLIC AFFAIRS

We engage parliamentarians and committees closely focused on delivery under the Defence Investment Plan – helping clients demonstrate how they support UK resilience, job creation and strategic autonomy.

Our work ensures clients are well-positioned under the SDR's reformed procurement environment, with messaging that highlights agility, delivery capability and national value.

Our public affairs team maps and engages parliamentary stakeholders, select committees, and policy units shaping the UK's Defence Industrial Strategy, munitions investment and the Defence Innovation agenda.

We help international firms navigate UK lobbying regulations, align with national interests and build enduring partnerships – all essential in an era where procurement is being radically reformed and exports re-prioritised.

INTERNAL COMMUNICATIONS

Cultural transformation is now a core expectation for defence suppliers. We help companies articulate their commitments to workforce inclusion, training and ethical alignment – all essential for building public trust and meeting institutional expectations.

We support internal cohesion and public service alignment across UK and global teams – vital for companies contributing to sensitive national missions, submarine production, long-range weapons development or AI-led transformation.

Our work reinforces compliance, safety, morale and operational transparency, while preparing firms for scrutiny, regulatory standards and performance demands under evolving defence investment programmes.

MEDIA MONITORING

We monitor issues tied directly to SDR and wider international priorities – including reshoring performance, cyber incidents, AI safety, export ethics and public scrutiny – allowing clients to respond in real time with confidence.

We deliver real-time insight on political, media and stakeholder sentiment – tracking ESG concerns, procurement scrutiny, export sensitivities and hybrid threat narratives. This includes tailored alerts on defence policy changes and industry signals, aligned with SDR recommendations for cross-sector resilience.

CRISIS PROTOCOLS

From grey zone attacks to government scrutiny, our crisis frameworks reflect evolving national and international priorities around resilience, cyber defence and rapid reputation recovery – with escalation paths built for real-world speed.

We design cross-border crisis frameworks tailored to MoD inquiries, parliamentary scrutiny, cybersecurity incidents, activist pressure or sensitive exports. We train in-house teams and coordinate legal, operational and comms functions for credible, rapid response.

STAKEHOLDER ENGAGEMENT

We ensure clients engage constructively with the new Defence Exports Office, Strategic Command, devolved authorities and NATO-aligned innovation bodies – such as Defence Innovation Accelerator for the North Atlantic (DIANA) and the NATO Innovation Fund (NIF), both based in London – in line with the SDR's integration and NATO First approach.

We connect clients with MoD stakeholders, devolved authorities, NATO forums and the UK's growing network of strategic partnerships. We also support engagement with think tanks and institutions shaping future doctrine, innovation and defence economics.

We enable engagement with the National Armaments Directorate and the UK Defence Innovation organization (UKDI) who aim to establish outcome based partnerships with start-ups, scale ups and spin outs.

BRAND POSITIONING

Governments are increasingly focused on the defence dividend. Our brand strategies help firms demonstrate lasting value and earn the trust required to operate in this high-stakes sector.

We craft narratives around national contribution, operational credibility and industrial value – positioning your company as a long-term strategic partner, not a transient supplier.

We align brand messaging with priorities such as warfighting readiness, alliance interoperability and sovereign production – essential for firms across all domains.

DIGITAL COMMUNICATIONS

With cyber and electromagnetic domains now key to deterrence, our digital teams develop secure, resilient online strategies that reflect the SDR's emphasis on digital superiority and operational integrity.

From secure websites to high-compliance social media strategies, we manage digital reputations in a domain now officially defined as part of the UK's Integrated Force. Our digital campaigns support export goals, recruitment drives, parliamentary engagement and public trust.

LEADERSHIP TRAINING, COACHING AND MENTORING

We incorporate scenario-based simulations – including parliamentary hearings, digital traceability audits and defence resilience drills – into every leadership programme we deliver.

We run tabletop crisis exercises, visualisation and wargaming events to test engagement strategies and plans to the point of failure and beyond, offering coaching and mentoring to leaders across the public and private sectors. We prepare leaders for intense and adverse media exposure and public scrutiny – with special focus on committee hearings, hybrid threat responses and digital traceability. We focus on building resilience, enabling reform and improving and sustaining readiness.

LEADING INFORMATION OPERATIONS DURING AN INTERNATIONAL SECURITY CRISIS

A senior member of our team was positioned at the heart of a major international defence alliance during one of the most serious geopolitical escalations in recent history.

Appointed as the lead crisis advisor inside the alliance's central operations hub, they helped shape the strategic communications response as tensions rose and disinformation surged. Their role involved coordinating intelligence outputs, supporting operational planning, and crafting a unified public message across multiple jurisdictions.

One of the most impactful elements of the response was the controlled public release of satellite imagery – a first for the alliance. This bold and innovative move, developed and executed under their leadership, exposed the scale of hostile military activity near contested borders. The release forced a strategic rethink by the aggressor and signalled a new era of deterrence through transparency.

The same advisor also oversaw efforts to expose covert operatives on the ground by combining special access intelligence with open-source digital forensics – revealing patterns and equipment consistent with formal military forces operating under deniable cover.

Working under intense international scrutiny, they led on high-level briefings, engaged with global media, and supported leadership in shaping the alliance's posture. Their work helped reassure member states, counter misinformation, and redefine how intelligence and communications could be fused in real time to influence geopolitical outcomes.

This case demonstrated the power of timely, credible information and disciplined messaging to shift the narrative in moments of international crisis.

CRISIS RESPONSE IN A HIGH-RISK AFRICAN ENVIRONMENT

In 2023, we were brought in to advise on a serious crisis facing a global security company operating in a politically unstable part of Africa. Several members of the firm's personnel had been detained by an armed militia group amid confusion over local authorisations, despite their work being mandated by an international body. The detentions escalated rapidly, posing a grave risk to life and threatening to derail the client's regional operations.

We were embedded at the heart of the crisis, working alongside company leadership to coordinate the response. Over a number of weeks, we helped manage complex negotiations with local authorities and diplomatic representatives, while advising on strategic silence in the media to avoid inflaming tensions. Our role included aligning internal, legal and external messaging across multiple jurisdictions under conditions of extreme uncertainty.

When the detained employees were eventually released, we supported their safe transfer and managed the communications around their return. We also helped oversee the controlled withdrawal of a significant number of staff from the region after the client's operating permissions were revoked – ensuring a smooth and incident-free exfiltration in a highly volatile environment.

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STRATEGIC COMMUNICATIONS FOR A LEADING PRIVATE EQUITY FIRM

We worked for more than a decade as the trusted communications advisors to one of the UK's most prominent private equity firms, supporting it across every stage of the investment lifecycle.

Our work included strategic profiling of senior leadership, media support around fund raises, and high-impact positioning across investments, exits and portfolio growth stories. We helped shape and control the narrative – ensuring clarity, authority and consistency across mainstream, financial and specialist media.

Alongside profile-raising, we were also the first port of call in moments of reputational risk. Over the years, we supported the firm through a wide range of crises – from bribery allegations and executive investigations to fires, operational failures and financial underperformance. We worked closely with legal and investor relations teams to deliver calm, measured and effective responses under pressure.

Our role also spanned day-to-day press office activity, stakeholder briefings, thought leadership development and media training – helping ensure the firm's voice was heard in the right places.

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YOUR SPECIALIST TEAM

Our team of international experts comprises leading corporate and government affairs professionals, ex-BBC and broadcast journalists, as well as key individuals from specialist litigation PR backgrounds:

TIM MALTIN
MANAGING PARTNER

Tim is Managing Partner of Maltin PR, an award-winning and internationally recognized London-based Legal and Litigation PR firm, which is ranked in Band 1 in Chambers for Litigation PR and Communications.

Also individually ranked Band 1 by Chambers and Partners for Litigation Support and ranked as a leading reputation manager in the Spear's 500 guide to the top global advisers for High Net Worth individuals, Tim is a recognized expert in Legal and Litigation PR, and Reputation Management.

Tim was also named Outstanding Individual of the Year at the Citywealth Brand Management and Reputation Awards, and listed as one of the top Crisis Communication experts in the world in the Lawdragon Global 100 Leaders in Legal Strategy and Consulting, in 2022.

MAJOR GENERAL (RET.) GARY DEAKIN CBE
HEAD OF DEFENCE & SECURITY

Gary is a retired Major General in the British Army and a highly regarded international security and crisis management expert.

During a distinguished 36-year career, he led UK and NATO operations in many of the world's most complex regions – including as Chief of Staff of a NATO Joint Force Command, where he was responsible for the planning and execution of operations across Southern Europe, North Africa and the Middle East.

Gary's reputation is built on a rare combination of calm strategic thinking, operational clarity and people-first leadership – qualities that saw him command a British Army brigade, lead combat operations in Iraq and advise some of NATO's most senior military figures.

GEORGE THWAITES
HEAD OF CORPORATE

During 15 years on Fleet Street, George held senior editorial posts on two of Britain's largest national newspapers.

He began his career at The Daily Telegraph and moved to The Mail on Sunday where he was editor of the influential Review section. During his tenure, his team broke numerous stories and investigations. These included exposing the working conditions and suicides at the factories making Apple products in China – a campaign which made global headlines and resulted in the company overhauling its employment practices.

George left journalism to set up Clearwood Media and has since worked with a diverse selection of clients across all sectors – from notable figures across business, politics and entertainment to a wide range of private and public companies, both in the UK and abroad.

OUR TEAM

TIM MALTIN
MANAGING PARTNER

CLIVE COLEMAN
SENIOR PARTNER

ARTHUR MALTIN
SENIOR PARTNER

KATRYNNA UY
GENERAL COUNSEL

JIM DONALDSON
NON-EXEC CHAIR

CHRIS GIDIZ
SENIOR PARTNER, U.S.

SOPHIE GREEN
PARTNER

GAETAN PORTAL
PARTNER

GAVIN LUNNING
PARTNER, HEAD OF REPUTATION

REBECCA COFFEE
HEAD OF OPERATIONS

JAMES LYNCH
PARTNER

RORY FITZGERALD
GENERAL COUNSEL

PETER BARRETT
PARTNER

FENELLA MAUDSLAY
PARTNER

GEORGE THWAITES
HEAD OF CORPORATE

ALEX BERRY
HEAD OF DIGITAL

MELISSA GAMA
PARTNER, LEGAL DIRECTOR

ANDREW FREEDMAN
PARTNER, HEAD OF LEGAL PR

STEPHEN BATEMAN
PARTNER

JOSH BLOCK
SENIOR PARTNER, U.S.

OUR TEAM

CHARLES HALLORAN
SENIOR PARTNER

ADRIAN PEPPER
HEAD OF PUBLIC AFFAIRS

ISOBEL HELME
ACCOUNT DIRECTOR

LIAM GORMAN
TECHNICAL DIRECTOR

ADAM BAHRAMI
MANAGING ASSOCIATE, HEAD OF ENERGY

NICK CONNOR
ASSOCIATE DIRECTOR

MARLEY WARD
ASSOCIATE DIRECTOR

BARNABY SCUDDS
ASSOCIATE DIRECTOR

LEA RAFAYOVA
SENIOR ACCOUNT MANAGER

DAN ARTHUR
ACCOUNT DIRECTOR

TOM DANIELS
ACCOUNT DIRECTOR

MAVERICK FREEDLANDER
ACCOUNT DIRECTOR

OLIVER LAURENCE
HEAD OF INVESTIGATIONS

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SENIOR ADVISOR

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SENIOR ACCOUNT MANAGER

HADI AL-NAHER
SENIOR ASSOCIATE

HUGO SOONS
SENIOR ASSOCIATE

AMELIA CASCIANI
SENIOR ACCOUNT EXECUTIVE

GARY DEAKIN CBE
HEAD OF DEFENCE & SECURITY

OUR TEAM

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HEATHER PARAYRE
ACCOUNT EXECUTIVE

MADISON ESMAILBEIGI
ACCOUNT EXECUTIVE

EMMA LINDSEY
ASSOCIATE

SAVANNAH SOTTAK
ASSOCIATE

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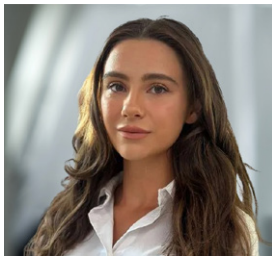
DIGITAL CREATIVE



INDIA MAYCOCK
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RACHEL OCHSNER
DIGITAL CREATIVE

SHANE SOMMERS
DIGITAL DEVELOPER

ERICK MULLEN
SENIOR ADVISOR

ALICE PALSER
OPERATIONS ASSISTANT

SOPHIA FLANN
ADMINISTRATOR

SARAH JEFFERY
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VICKY MCGUIRE
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ALASTAIR MITCHELL
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PRIVATE CLIENT

GRAHAM HUNTLEY
SIGNATURE LITIGATION

HARSHIV THAKERAR
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"Maltin PR are very thorough,
very professional, and respond quickly and positively.
They understand their field very well."

MALTIN PR

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Top Tier Provider Legal500 Disputes Services 2026

100 Global Leaders in Legal Strategy & Consulting Lawdragon 2026

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