MALTIN **PR**

AWARD-WINNING LITIGATION PR

"Maltin has the depth of knowledge and experience, global reach and contacts, and the ability to advise and to move quickly."

– CHAMBERS & PARTNERS

INTRODUCTION

Maltin PR is an award-winning international litigation and crisis PR agency with offices in New York, Washington, D.C., Santa Barbara, California and London, U.K. We specialize in providing clients and legal counsel with communications advisory support on complex, controversial and high profile litigation and legal disputes when the stakes are at their highest. We are entrepreneurial, agile and independent, with a history of running international influence campaigns. We believe in combining world-class client service with a can-do approach to ensure the best outcome in any scenario.

Founded in London almost 20 years ago by leading litigation PR expert Tim Maltin, our global team comprises public and government affairs specialists, former senior award-winning journalists from international media organizations, experienced attorneys and counselors with corporate communications leadership experience.

The firm is ranked as a top firm for litigation PR by Legal 500 in both the U.S. and the U.K. We are also ranked in Band 1 for Litigation PR and Communications in the U.K. in Chambers Litigation Support Guide 2026 and in the Global Guide.

Maltin PR is listed in Lawdragon's Global 100 Leaders in Legal Strategy & Consulting as one of the top five Crisis Communications firms in London, and the Firm recently won the 'PR Agency of the Year' award at the CityWealth Brand Management and Reputation Awards.

We are experts in multi-jurisdictional litigation, often involving interlinked cases across continents. We regularly work on behalf of and alongside major U.S. and international law firms.

Maltin's U.S. team is led by recognized litigation communications expert Chris Gidez together with a team of veteran communications advisors with experience driving the narratives which shape public opinion around some of America's most consequential legal battles.

In an era where full transparency is expected and information and opinions know no boundaries, clients and legal counsel are increasingly aware of the importance of controlling an accurate public narrative around a legal dispute.

Having an effective media and public relations strategy before, during and following litigation in maintaining the trust of key stakeholders, and protecting reputation. Effective litigation PR is about more than media impressions; it is about persuasive engagement with key stakeholders to gain support for specific business and litigation strategies, to influence the attitudes and behaviour of those that matter the most.

We have experience successfully protecting the reputations of corporations, industry groups, organizations and high net worth individuals involved in major litigation, arbitrations, regulatory investigations, legislative scrutiny and criminal matters in U.S. and international jurisdictions. We bring a deep understanding of the legal, reputational and media dynamics that come into play when legal professionals need the competitive edge in high-stakes international litigation.

2026 Chambers Top Ranked Litigation Support Maltin PR

Reputation Managers Spear's 500 Top Flight 2026

Top Tier Provider Legal500 Disputes Services 2026

100 Global Leaders in Legal Strategy & Consulting Lawdragon 2026

Featured in the Tatler Address Book Advisory

OUR APPROACH

No two communications strategies are alike, and Maltin creates tailored litigation and crisis strategies specific to a client's unique situation.

We begin each engagement with two questions for the client and legal counsel:

1. **What is "*First Prize*?"**

   In other words, what is the optimum desired outcome of the legal dispute? This is essential to properly calibrate a communications strategy which complements the legal approach.

2. **Who are the most important stakeholders you wish to influence?**

   Understanding these audiences and how best to reach them will ensure a properly-directed communications plan designed to reach those who are most important to a client, without elevating the dispute any more than necessary.

   Once we have established the campaign objectives, identified our stakeholders and designed a strategy, we then set about assembling the right team drawn from our roster of experts in media, research, public affairs, digital and social media, all led by a senior advisor and member of our management team.

   We operate in accordance with a simple doctrine: the communications strategy is intended to complement the legal strategy. We work closely with legal counsel along every step of the way to ensure proper alignment in both message and tactics and to protect the integrity of the legal strategy, and to ensure desired outcomes.

MANAGING REPUTATION RISK & CRISIS

AVOIDING THE CRISIS

While many consultancies promote their crisis response services, Maltin PR follows the principle of the Dutch philosopher Erasmus: "Prevention is better than cure."

We firmly believe that the most effective way to protect a client's reputation is to help it to prevent the crisis from ever occurring. The same risk management principles that companies bring to their operations, financial condition and other elements of their business can also be applied to reputation. Maltin PR works with clients at the C-Suite level and alongside operations, legal and financial teams to institute reputation risk management processes and tools to better enable companies to identify and act upon the reputation risks before they can escalate into a costly crisis.

MANAGING THE CRISIS

We recognize that even the most well-managed organizations can suffer a reputation-threatening crisis. And we also understand that organizations are judged not just by the crisis, but by their management of it.

Experience shows that crises can emerge suddenly and from almost any direction, placing an organization, its leadership and its reputation under acute pressure to move at lightning speed to stay ahead of social media reaction and bot-driven misinformation and shape the attitudes of their stakeholders.

We advise major companies, organizations, and their leadership before, during and after high-risk situations. Working alongside senior executives, in-house communications teams and legal advisers, we rapidly assess the issues, identify reputational risks and stakeholders, establish the facts and develop a clear communications strategy that goes well beyond media engagement to include direct-to-stakeholder engagement.

Our objective is to protect reputations by working alongside clients in managing the entire life cycle of reputation risk and crisis.

REPRESENTATIVE ENGAGEMENTS

Maltin's U.S. team has experience across a diverse range of industry sectors supporting a wide variety of reputation-threatening legal disputes.

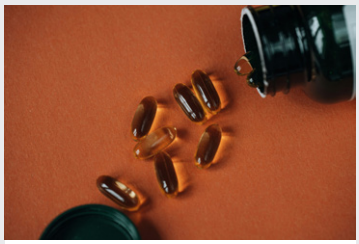
A major U.S.-headquartered manufacturing firm involved in multiple litigations, with an acute reputational dimension both for the firm and its private equity owners.

A start-up technology company sued by a global media company over allegations of copyright and intellectual property infringement.

A global U.S.-headquartered consultancy in a dispute with a senior employee, involving claims of whistleblowing status and discrimination. The case raised a significant media risk for our client in both the U.S. and U.K. that risked impacting major client relationships.

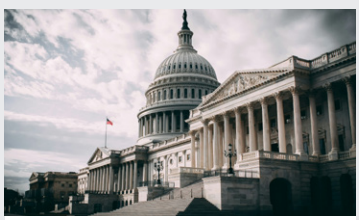
An international investor involved in multiple arbitration claims in Europe and Latin America related to a disputed investment with an adversary accused of fraud and breaches of commercial agreements.

An international oil company facing numerous lawsuits in multiple jurisdictions related to alleged environmental harm.



A well-known U.S. health and wellness entrepreneur and founder of a multimillion-dollar direct to consumer business, who faced a sensitive employment dispute and misconduct investigation following the termination of senior officials within the organization.

An international oil refiner facing allegations of governance failures, leadership uncertainty, and industrial relations disputes, at a time of major scrutiny on global fuel markets post-Covid and sanctions on Russian exports.



A U.S. defense contractor named as a defendant in a wrongful death suit, and counterclaims against the government and another defense contractor.

The world's leading vision care company, following reports that its leading product was allegedly linked to an outbreak of eye infections in multiple countries. Support included managing media, investor, physician and third-party inquiries, handling product recall communications and subsequent litigation and investigations.

A globally-prominent aircraft manufacturer during its defense of legal proceedings brought by one of its customers, a national carrier, over allegations of potential safety concerns in airplanes – with significant political and diplomatic aspects at play.

Three of the largest U.S. retailers, who suffered high-profile data breaches. Working alongside legal counsel, the communications strategies including the development of messages and engagement plans for customers, media and stakeholders.

OUR KEY TEAM

TIM MALTIN
MANAGING PARTNER

CHRIS GIDEZ
SENIOR PARTNER, U.S.

ARTHUR MALTIN
SENIOR PARTNER, U.S.

JOSH BLOCK
SENIOR PARTNER, U.S.

JIM DONALDSON
NON-EXEC CHAIR

MARLEY WARD
ASSOCIATE DIRECTOR, U.S.

CLIVE COLEMAN
SENIOR PARTNER

CHARLES HALLORAN
SENIOR PARTNER, U.S.

NICK CONNOR
ASSOCIATE DIRECTOR, U.S.

BARNABY SCUDDS
ASSOCIATE DIRECTOR, U.S.

GAVIN LUNNING
PARTNER, HEAD OF REPUTATION

ERICK MULLEN
SENIOR ADVISOR, U.S.

KATRYNNA UY
GENERAL COUNSEL

PETER BARRETT
PARTNER

SOPHIE GREEN
PARTNER

GEORGE THWAITES
HEAD OF CORPORATE

GAETAN PORTAL
PARTNER

ALEX BERRY
HEAD OF DIGITAL

ADAM BAHRAMI
MANAGING ASSOCIATE, HEAD OF ENERGY

GARY DEAKIN CBE
HEAD OF DEFENSE & SECURITY

MALTIN PR

usinquiries@maltinpr.com | +1 (332) 237-2977

12 East 49th Street, New York 10017, United States
1100 15th St NW, Washington DC, 20005, United States
7 West Figueroa Street, California, 93101, United States
Princes House, 37 Kingsway, London WC2B 6TP

www.maltinpr.com

2026 Chambers Top Ranked Litigation Support

Reputation Managers Spear's 500 Top Flight 2026

Top Tier Provider Legal500 Disputes Services 2026

100 Global Leaders in Legal Strategy & Consulting Lawdragon 2026

Featured in the Tatler Address Book Advisory