



Introducing Your On-Demand In-House Comms Team

Valentine Advisors Gives Immediate Access To Top-Quality Comms Leadership While You (Re)build Your In-House Team

COMMS LEADERSHIP IS IN A CONSTANT STATE OF FLUX

30%

approximate annual turnover of in-house Comms teams.

46%

of Chief Communications Officers never reach the two-year mark.

4-6 months

the average amount of time it takes to replace them.

WHAT MAKES US DIFFERENT

Our Defining Philosophy = Proactivity Always

Proactivity is the key to building reputation, allowing companies to establish trust and break through barriers. But it's not as simple as it sounds; maintaining a proactive stance requires experience, strategic planning, and executive buy-in. We bring the right expertise and mindset to make relentless proactivity a defining and successful feature of your communication approach.

Your In-House Operators, Not a PR Agency

Every team member at Valentine Advisors spent years as a successful Comms operator inside some of the world's most admired brands. Our superpower is embracing the same depth of ownership and accountability as an in-house Comms team. We push great ideas through an organization's internal complexities and love when clients mistake us for in-house employees.

The Art of Reputation Informed By The Science of Data Analysis

We harness AI and data analysis to give clients a significant strategic advantage. We're at the leading edge, building AI and data intelligence products ourselves and putting these tools to work for our clients. This enables us to challenge established norms and create new frameworks that modernize reputation management.

OFFERINGS

Fractional Chief Communications Officer

Immediate access to senior Comms leadership, providing stability and senior level expertise without full-time commitment. We take ownership of Comms OKRs, develop breakthrough strategies, and get to work.

"Ready to Go" Fractional In-House Teams

Recognizing that building all levels of an in-house Comms team takes months, we provide an immediate solution. Our bench of seasoned operators jump-in on a moment's notice, spanning a broad range of critical disciplines and experience levels.

Groundbreaking AI Measurement Platform

We've built innovative AI-based tools ourselves that enable teams to quickly measure the true impact of press efforts and strategically make their next move.

Recruiting Support

We work with your recruiters and our deep network to help you land your "forever" superstar Comms leader.

CLIENT PORTFOLIO

Our sweet spot is transforming innovators and paradigm breakers into household names. Our current and former clients range from Series A startups to large public companies across various sectors, including:

- **Platforms and Marketplaces:** DoorDash, Upwork, Course Hero, Honor, Hippo, Survey Monkey, Tile/Life360, Human Interest, Zum
- **Health and Wellness:** Hims & Hers, Found, Mindbloom

RATES

Vary based on engagement

WILL VALENTINE



Will is the Founder and Principal of Valentine Advisors, a fractional Chief Communications Officer advisory firm based in the San Francisco Bay Area. In 2019, he was recognized as one of the 100 most influential communicators in the world by the Holmes Report.

At a Glance:

- Orchestrated Lyft's communications strategy from 2017-2019, guiding the company's emergence to national prominence and IPO.
- Navigated Pandora through the high-profile "streaming wars" with the artist community, successfully re-orienting the company's narrative toward a pro-creator stance.
- Held various leadership roles at Visa over 11 years, including serving as the Global Head of Media Relations and Chief of Staff for Visa's landmark IPO in 2008.
- Took on a critical role leading communications for Stop the Spread during the earliest stages of COVID-19, playing a key part in jumpstarting the production of essential PPE and ventilators.

CONTACT

e. will@valentine-advisors.com
p. 415.377.5221