



COMMUNICATIONS VETERAN MO SHAFROTH JOINS FINANCIAL SERVICES PR BOUTIQUE PEAKS STRATEGIES AS MANAGING DIRECTOR

Vaibhav Kumar Promoted to Junior Account Executive

NEW YORK, MARCH 23, 2022 -- [Peaks Strategies](#) ("Peaks"), an independent financial services- and capital markets-focused public relations firm, today announced that Morrison "Mo" Shafroth, a communications professional with decades of financial and business communications experience, has joined as Managing Director.

"Mo brings a wealth of knowledge to the firm and complements the depth and expertise we currently have," said Thomas Walek, Founder and Managing Partner. "My partner Armel Leslie and I have worked with Mo in the past and are excited to add his unique skill set to our award-winning agency."

Shafroth, Leslie, and Walek previously worked together at Walek & Associates, a financial and capital markets agency. Prior to that, Shafroth was director in communications at Charles Schwab and at the Pacific Exchange. He also held roles in other PR agencies and as a journalist at several publications including the *Livingston Enterprise*, *San Francisco Examiner*, and *San Francisco Business*. His experience spans asset management, financial services, ESG, impact investing, retirement plan services, and RIA channels. Mo is based in Boulder, CO.

"I'm thrilled to reconnect with Tom and the team," said Shafroth. "Peaks is built on a unique work culture that's focused on building long-term client relationships and delivering great service and results. I look forward to contributing to our clients' success."

Vaibhav Kumar Promoted to Junior Account Executive

Peaks also announced that Vaibhav Kumar has been promoted to Junior Account Executive. Since joining Peaks in 2021, Kumar has become a valued team player and integral part of client and media relations across various clients.

Peaks Strategies was founded by Tom Walek, a pioneer in financial communications. In 1998 he started Walek & Associates, which grew to become an international financial and capital markets boutique serving multinational brands and emerging leaders. Walek & Associates and Peaks Strategies have received numerous awards and recognitions from organizations including *HedgeWeek*, *PRWeek*, *O'Dwyer's*, The National Investor Relations Institute, and *The Hedge Fund Journal*. Walek sold his eponymous firm in 2013 and founded Peaks in 2016 to deliver impactful communications solutions to clients across financial services, capital markets, financial technology, asset management, and the burgeoning digital asset ecosystem.

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