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## Marks Paneth LLP, New York, redefines its brand and launches “Success is Personal” campaign

Morison KSi member firm has launched its new brand and advertising campaign that highlight their long-standing tradition of valuing client relationships and placing the highest priority on helping clients reach their unique goals.

On 1 November 2018, Marks Paneth LLP announced the launch of its redefined brand and new advertising campaign, “Success is Personal”.

The brand initiative stemmed from a desire by firm leadership to reflect the culture, values and client service that the firm exhibits today as a top 50 US accounting firm. It revealed three distinct characteristics of the firm’s service philosophy: a deep understanding of clients’ businesses, strong client relationships and the personal and caring nature of its professionals.

Harry Moehring, Managing Partner of Marks Paneth LLP, commented:

*“Just as our firm has grown and changed over its more than 100-year history, so have our clients’ needs and their desire for advisors who can guide them through complex changes. The redefined brand demonstrates the significant role we play in helping our clients, employees and business partners reach their individual success.”*

**M A R K S P A N E T H**  
ACCOUNTANTS & ADVISORS

Diane Paoletta, Chief Marketing Officer at the firm, added:

*“We recognise that success varies among clients, based on their life and business stages. This recognition was the basis for our new advertising campaign, which is written from the client perspective and focuses on their needs above promotion of the firm itself.”*

The new brand campaign will also be reflected in the firm’s recruitment and employee retention initiatives.

Further information and a new brand video can be found at [www.markspaneth.com/success](http://www.markspaneth.com/success).

Congratulations to Marks Paneth LLP on the successful launch of this impressive and insightful campaign!

Morison KSi is a global association providing quality, border-free professional services. Our 160 members are dynamic, ambitious and independent firms, specifically chosen because of the quality and energy of their people and practice. Together, we offer partner-led and cost-effective global reach across over 80 countries, representing a combined revenue of US\$1.089bn.

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