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KITH LAUNCHES LITIGATION COMMUNICATIONS PRACTICE

Crisis Management Advisory Formalizes Legal Conflict Expertise

Austin, TX– Kith, among the fastest-growing crisis management advisory firms in the country, has launched a new legal conflict communications practice to provide strategic reputation counsel to law firms and their clients and support complex or high-profile legal conflicts.

“Our most complex engagements have provided us the opportunity to partner with some of the brightest legal minds in the country, and a testament to the partnership that is necessary between the two expertises in successfully navigating the most high-stakes business challenges,” said Stephanie Craig, President of Kith. “It made sense for our firm to formalize our expertise in this new offering.”

The practice will be led by Chris Gidez, a strategic communications advisor with more than 30 years of in-house and litigation consulting experience and who has worked alongside leading law firms in some of the most high-profile cases during this time. Gidez has been of-counsel with Kith since 2017.

“Unlike the larger firms that see litigation communications as an adjunct to their crisis communications work, our practice will focus solely on providing strategic counsel and discreet support to clients and their legal counsel,” said Gidez. “Collectively, we have worked across numerous industry sectors domestically and internationally in support of clients involved with litigation, arbitration, regulatory matters, investigations, and criminal prosecutions. We know how to bridge the divide between the court of law and the court of public opinion, and we know how to shape strategies and messages to enable clients to effectively engage with important stakeholder audiences in support of their legal strategies.”

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Kith is a crisis management advisory that uses senior counselors' decades of experience to provide clients with elite guidance to prepare, mitigate, and recover from reputational threats.

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