

Gregory FCA Acquires New York-Based PR Firm Affect

CommPRO Editorial Staff

Gregory FCA, one of the 50 largest PR firms in the nation, announced today that it has acquired New York-based Affect, a B2B public relations and marketing firm with almost 20 years of experience serving technology, healthcare, and professional services clients.



L-R: Sandra Fathi, CSO of Gregory FCA
Greg Matusky, Founder and CEO of Gregory FCA
Joseph Anthony, President and Partner of Gregory FCA

Affect's Founder and President Sandra Fathi will take on the role of Chief Strategy Officer (CSO) at Gregory FCA, and Senior Vice Presidents Brittany Bevacqua and Jen Dobrzelecki will join the company's leadership team. All of Affect's employees are joining Gregory FCA.

Together, the combined firms will represent more than \$14M in revenue with 96 team members. Gregory FCA headquarters will stay in Ardmore, PA, minutes from Center City Philadelphia, with Founder and CEO Greg Matusky and President and Partner Joseph Anthony overseeing the combined enterprise.

"We are judiciously executing on growth plans by acquiring proven talent that strengthens our client services and extends deeper into key verticals that we have identified as growth opportunities in the global economy," says Matusky. "Make no doubt about it, we were attracted to Affect because of its

market reputation, track record, vertical focus, and the quality of its leadership and management teams.”

As part of the firm’s growth strategy, Gregory FCA has focused on acquisitions that can leverage the firm’s platform of products and services and quickly build revenue through cross-selling opportunities. Over the past six months, Gregory FCA has added 19 team members with plans to hire an additional 20 this year, not including the Affect acquisition.

“For 19 years, we cultivated a company and culture known for developing and investing in talent while delivering service excellence and tangible results to our clients,” says Fathi. “We immediately recognized that Gregory FCA was the right partner because of our shared values, team focus, and commitment to client service. Our plan is to expand our product offering by integrating Gregory FCA’s marketing, creative, video production, digital, and social media capabilities into a more holistic service offering for clients. We look forward to joining this impressive and talented team, learning and building on their success.”

The move marks the second acquisition Gregory FCA has made since receiving a growth capital investment from Boston-based Copley Equity Partners just prior to the COVID-19 pandemic. The firm’s acquisition of KM Digital in January 2020 has already paid enormous dividends, with the firm tripling the size and reach of its digital services since the deal was consummated.

The acquisition also provides Gregory FCA with a New York City presence, a need that has become increasingly important for the company as a market leader in financial services. “Our dominance in financial services demands that we have an anchor office for talent in New York,” says Anthony. “Manhattan remains the epicenter for the industry as well as financial media.” He continued, “In all areas of our business – from financial services to tech to real estate, as well as from the

international perspective – this new office extends our reach and solidifies our strength in the market.”

Affect’s deep expertise in technology aligns seamlessly with the Gregory FCA focus and includes experience in such disciplines as artificial intelligence, machine learning, blockchain, cybersecurity, cryptocurrency, enterprise technology, HR tech, IT, martech, SaaS, and supply chain and logistics. In healthcare, Affect brings expertise in biotech, healthcare IT, health and wellness, hospitals and clinics, and medical devices.