



## **Charles Towne Holdings Rebrands as CTH Advisors: Senior Investment Bankers & CEO Whisperers**

In a strategic move aimed at redefining its identity and strengthening its market positioning, Charles Towne Holdings has recently announced a comprehensive rebranding initiative. The company will now operate under the new name "CTH Advisors" and will carry the tagline "Senior Investment Bankers & CEO Whisperers." This transformation reflects CTH Advisors' commitment to providing exceptional financial advisory services and their unique expertise in guiding CEOs and business leaders toward success. Andy Brusman, CEO of CTH Advisors, commented on the re-brand: "We've accomplished a tremendous amount in the 4yrs since founding Charles Towne Holdings, including closing \$350mm in transactions, expanding our coverage into the UK and adding our "CEO Whisperer" Advisory Services arm. The strategic rebrand positions us ideally for the next phase of growth."

The decision to change the company's name from Charles Towne Holdings to CTH Advisors was made to better encapsulate the firm's core strengths and the value it brings to its clients. Furthermore, the tagline, "Senior Investment Bankers & CEO Whisperers," succinctly captures the essence of CTH Advisors' specialized approach. By positioning themselves as both seasoned investment professionals and trusted advisors to their clients, the firm aims to convey its ability to provide comprehensive guidance and support throughout all aspects of a company's growth trajectory.

The firm's team of senior investment bankers boasts a wealth of experience and expertise across various sectors, including mergers and acquisitions, capital raising, and strategic consulting. By combining their extensive knowledge of the financial markets with their profound understanding of corporate leadership dynamics, CTH Advisors offers a comprehensive suite of services that goes beyond traditional investment banking.

CTH Advisors' tagline, "CEO Whisperers," reflects the firm's commitment to guiding CEOs, Boards of Directors, Private Equity Funds and business leaders through the challenges and opportunities they encounter. Beyond the transactional aspects of investment banking, CTH Advisors recognizes the importance of addressing the nuanced intricacies of leadership, management, and strategic decision-making. The firm's senior professionals leverage their experience as trusted advisors to work closely with clients, providing valuable insights, strategic guidance, and industry-specific knowledge. By acting as a sounding board, CTH Advisors assists in navigating complex challenges, identifying growth opportunities, and maximizing the potential for long-term success. Brian Anderson, a member of the advisory team and CEO Whisperer, commented: "Our bench is deep. Our advisory team has built, grown and exited companies. We know what it takes because we've sat in the CEO seat, analyzed the situations our clients face and made the tough decisions they are confronting. As CEO Whispers we are here to help our clients win."



With its rebranding as CTH Advisors, the firm is well-positioned to strengthen its market presence and expand its reach within the investment banking & advisory industries. The rebranding signals a new era for the company, one where they will continue to be at the forefront of guiding CEOs, Boards of Directors, Private Equity Funds and businesses towards sustainable growth, strategic decision-making, and long-term success.