

Penta FORMERLY HUME BROPHY

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Brussels Office Since

📅 2005

Number of Public Affairs Consultants

👥 30 in Brussels

Key Specialisms

- ⊗ Agriculture & Agribusiness
- ⊗ Banking, Insurance and Financial Services
- ⊗ Energy
- ⊗ Food and Drink
- ⊗ Governments
- ⊗ Association Management
- ⊗ Competition & Antitrust
- ⊗ Media Relations
- ⊗ Sustainability & Environment
- ⊗ Transport

About Penta (formerly Hume Brophy)

Firm Description

Penta is a global data-driven stakeholder solutions firm that identifies, predicts, and manages complex business and reputational issues.

Ownership Structure

Penta was established in September 2022 following the merger of market-leading firms Ballast Research, Hamilton Place Strategies, Flag Media Analytics, alva, Gotham Research Group, and Decode M. With Hume Brophy joining the group in January 2023, Penta now comprises over 300 professionals globally.

International Structure

Penta teams are located in Brussels, Dublin, London, Paris, Frankfurt, Washington DC, New York, San Francisco, Vail, Singapore and Hong Kong. We also work with an established network of agency partners in other markets.

Key Strengths

We enable evidence-based decision-making on stakeholder issues for the C-Suite.

Our solutions integrate unique proprietary AI tech, data, and global sector advisers.

We serve and connect the teams managing multiple stakeholders with integrated stakeholder solutions.

Key Clients

Airlines for America, Bayer, Commodity Markets Council Europe (CMCE), European Travel Retail Confederation (ETRC), European Express Association (EEA), Ibec Global, Meat & Livestock Australia, Supernal.

Penta

The world's first comprehensive stakeholder solutions firm.

The world has changed. Running a business requires new skills, new tools, and a new framework for engagement with stakeholders.

25M

Daily volume of global content analyzed

Penta is purpose-built to help businesses navigate an increasingly complex stakeholder environment.

350+

Professionals


Penta defines, informs, and strengthens decision-making and understanding between our clients and their stakeholders.

200+

Clients

 @pentagr

 pentagroup.co

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