



Polly Wilkins on HNWI Reputation and Crisis Management for Burlingtons Group

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Reputation is everything, especially for those whose high-value business interests touch numerous jurisdictions across the globe. It is precisely these complex endeavors that are threatened when individuals face allegations that attempt to malign their reputation in the press. Kobre & Kim's Polly Wilkins, who focuses her practice on reputational issues and crisis management for ultra-high net worth individuals, shared her thoughts for the Burlingtons Group Autumn 2021 Magazine about how quickly negative news coverage can escalate, resulting in compromised international asset structures or even investigations by government authorities.

In many cases, the best way to avoid this dramatic escalation of events is to engage in early, frequent consultation with reputation management experts. In doing so, individuals are more prepared to address any allegations, from business competitors or other adversaries, that come to light. As a member of Kobre & Kim's International Private Client team, with experience in the U.S., UK, India, Cyprus, Afghanistan and beyond, Ms. Wilkins often leverages the firm's tightly connected global web of expertise to predict, track, manage and mitigate legal and commercial issues that may impact a client's personal and reputational interests.

For the full article, please see [pages 62-64 of the Magazine](#).