



Wealth Talk: Polly Wilkins on How European Private Clients Can Address Reputation Challenges in 2021

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In the fifth of Kobre & Kim's ten-episode Wealth Talks series with *Family Wealth Report* on the challenges facing high-net-worth individuals and their advisers around the world, Robin Rathmell speaks with London-based Kobre & Kim lawyer Polly Wilkins, who develops cross-border litigation and reputation management strategies for ultra-high-net-worth individuals.

In their discussion, Mr. Rathmell and Ms. Wilkins explore the latest issues facing European clients regarding reputation matters: "What we've been seeing for some time now," Wilkins points out, "is that reputation management is no longer limited to whether an individual is featured on page one of the *Financial Times* or *The Wall Street Journal*...and instead [also] includes what is pulled up through artificial intelligence and compliance reports."

The two lawyers go on to discuss similar topics, including the most important building blocks for a reputation strategy, as well as predictions for the kinds of reputational challenges the European private class will likely see in 2021.

[Click here to watch the full episode.](#)