

# THE DRAWDOWN

The Drawdown travels to PE's reputational frontlines with CEO Philipp Aeby

José Rojo, May 30, 2018

Together with all other global industries, private equity is scrambling to adapt reputational strategies to an age of disruption. Fund managers working to improve public perceptions are finding that what is morally acceptable is nowadays a moving definition. In a fast-paced environment, fully investigating the track record of a prospective investment can seem a race against the clock.

Emerging technologies may not have created reputational conflicts but they are, experts have long agreed, changing the conversation. GPs or portfolio companies crossing ethical lines will find even minor episodes can, once picked up by social media, quickly escalate into fully-fledged PR crises. The platforms' open nature means well-informed citizens can interact and criticise firms directly, on their own terms.

As the spotlight builds over private equity, is the asset class fully tapping into the PR potential of online tools? *The Drawdown* recently put the question to Philipp Aeby, CEO of research and business intelligence provider RepRisk. He discusses self-perception in the industry and why blogs, and not social media, could be the best crisis preventer.

***Full interview on The Drawdown here:***

<https://www.the-drawdown.com/reporting-transparency/5-minutes-with-reprisk/>