

What does Steel City Re do?

We forge reputation resilience by placing clients in a state of enterprise-level control over the business processes that create headline risk.

What are examples of headline risks from uncontrolled business processes?

Headline risks arise from people subverting critical business processes. Examples include unethical acts as well as various failures to sustain innovation, quality, safety, environmental sustainability, and security. Resulting headlines on issues like unethical sales practices, patent infringement, poor customer relations, contaminated food products, toxic waste dumping and environmental damage, and data security breaches often wreak havoc on corporate reputation.

Are you a marketing or PR agency?

No. We are a provider of integrated operational solutions that include strategic planning and scenario modeling, deploying information systems technology, applying risk transfer and insurance products, and creating communications tools. In the aggregate, we refer to these as 'risk and reputation management.'

How does a company benefit from risk and reputation management?

A company benefits through both reputation protection and enhancement. Reputation protection is a benefit of overall reduction in business risks and results in lower operational risk, adverse customer experience risk, and D&O liability risk. Reputation enhancement is a benefit of stakeholders' appreciation of authentic operational improvements and results in enhanced market share/pricing power; lower operating and credit costs; and higher net incomes and earnings multiples.

Can you measure these benefits?

Yes. We provide enterprise-level quantitative estimates for key profit and loss metrics.

What are the major process steps in risk and reputation management?

There are seven. We measure and assess, adopt best practices, and analyze gaps. We train; foster conformance; and monitor and forecast. Last we communicate value.

What type of businesses do you serve?

We serve clients working to increase, protect, or restore reputation value. Their motivations range from a desire to differentiate products and create a competitive advantage to better conformance with governance, risk and compliance regulations.

Whom should I contact to learn more?

Call our CEO, Nir Kossovsky (direct) +1 (412) 661-7086; nkossovsky@steelcityre.com. He'll describe how conscious investment in corporate reputation pays big returns.