

KIERAN KENT AND JODY OSMAN LEAD
MANAGEMENT BUY-OUT OF PROPELLER GROUP

New leadership team targets further growth in comms, digital marketing and social across UK and US markets

6th March 2023 – [Propeller Group](#), the long-established specialist in B2B PR, Content and Business Development services for media, marketing, ecommerce and related-tech sectors, is under new ownership this week.

An MBO team comprising Kieran Kent, Managing Director, and Jody Osman, Director of Business Growth, now control the group, having acquired the majority stake from founder and former executive chairman Martin Loat. Rose Bentley, Group Clients & Strategy Director, has a seat on the new Board and is also a shareholder.

The deal is backed by the investment management firm Triple Point. The financial details are not disclosed but Loat owned over 80% of the business prior to the deal, with the other Board Directors owning the balance. He will leave the business at the end of March.

Propeller is a [PR Week](#) Top 10 UK B2B PR agency with 2022 net fee income in excess of £4 million and healthy double-digit growth. Clients include Samsung Ads, EssenceMediacom, Nielsen, Pearl and Dean, Croud and Superunion.

As well as B2B PR and Content services, the company delivers lead generation and qualified new business opportunities for clients through its business development arm and is a HubSpot Gold Partner. It also has a growing US presence, having opened a PR office in New York in November 2021. US fee income grew by over 50% in 2022.

Kieran Kent said: “Congratulations to Martin for all he has achieved in his career, creating and building the Propeller brand to be a leader in the marketing, media and tech sectors. Jody, Rose and I are excited about what the future holds at Propeller. We’ve got a great roster of clients, a rapidly expanding US business and a team of really talented, ambitious people that want to help their clients and Propeller to grow.”

Jody Osman said: “Propeller has a brilliant culture and exceptional staff across all levels of the business. As a management team, we’re looking forward to building on this firm foundation, whilst also focusing on future plans for growth - including developing our digital and account based marketing services to provide a more complete solution for our clients.”

Rose Bentley said: “Our laser focus is on reputation and growth - for our clients, our people and our business – and we’re excited to accelerate both in this new era for Propeller.”

Martin Loat, who launched Propeller Group from his loft in west London 22 years ago, said: “I’ve steered the Propeller ship on a long, windy journey and now it’s time to disembark and hand over to new captains. Luckily this ship already has three proven officers ready on the bridge in Jody, Kieran and Rose. So the handover will be smooth, with no disruption to clients or staff. I want to thank the many, many clients, contacts and colleagues I’ve worked

with over the course of my long odyssey at the helm. The Propeller name has been around me like a watermark.”

About Propeller Group:

Propeller Group builds comms programmes that deliver tangible business impact. We shape and put our clients’ stories in front of the right people, helping them become more effective and grow, through PR, content, digital marketing services and business development. We are a [Top 10 B2B PR Agency](#) in the latest PR Week league tables. Clients include Samsung Ads, EssenceMediacom, Nielsen, Pearl and Dean, Croud and Superunion.

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