



LJ Consultants wins first job in Network Associates accord

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NEW YORK: A newly formed New York-based IR, PR and management consultant firm, LJ Consultants, has signed its first client, internet security company Network Associates. LJ is handling IR work for the tech company.

Network Associates is one of a handful of former high-flying internet companies that survived the bear market purge of recent years. Nevertheless, Lev Janashvili, LJ president and founder, said his first client still faces challenges positioning itself on Wall Street.

"We're helping the company shape some core investor perceptions. In many ways, the firm's business, which is more diversified than that of its major competitors, isn't always easy for investors to understand."

Janashvili was most recently VP of IR at Ruder Finn. He also served as director of investor relations at internet-service provider Juno Online Services before the company's merger with competitor NetZero.

Two of the firm's senior advisers, Alexander Fudukidis and David Purdy, have also worked at Ruder Finn in the IR practice.

Janashvili, who left Ruder Finn four months ago, said he has no regrets about opening LJ's doors in the midst a currently anemic economy.

"We're hungry, dedicated professionals who are in a position to deliver better service at lower costs," said Janashvili. "That's a good place to be right now."