

eflow Global Appoints Feintuch Communications for U.S. Public Relations Campaign

Rapidly growing regulatory compliance software company to initiate its first local marketing campaign targeting trading firms

NEW YORK and BOSTON and LONDON, April 24, 2025 /PRNewswire/ -- [eflow Global](#), a prominent and rapidly growing global developer of software solutions that help financial firms comply with regulatory requirements, has appointed [Feintuch Communications](#) as its first U.S. public relations agency of record.

Founded in 2004 as a business that supported financial institutions to meet their regulatory requirements through process automation and data processing projects, eflow transitioned to a state-of-the-art software-as-a-service (SaaS) company in the mid-2010s. Today, eflow is an award-winning and leading provider of regulatory compliance and trade surveillance software serving over 130 financial firms in the UK, Europe, North America and Asia-Pacific regions, with a focus on mid-market firms. eflow's solutions are used by asset and wealth managers, fund managers, investment banks, brokers, hedge funds and proprietary trading firms.

"In 2024, the global value of enforcement actions against financial services firms hit \$1.84 billion dollars – with more than 90% or \$1.67 billion of the fines levied against U.S. firms," said Ben Parker, CEO and co-founder, eflow. "The message from U.S. regulators is clearer than ever – financial services firms need to do more to prevent various types of compliance failures.

"eflow's business has grown substantially year-to-year throughout the UK, Europe and Asia. Our team is now focused on expanding market share in North America and we're pleased to partner with Feintuch Communications, fintech market specialists, to educate the market about our holistic regulatory solutions."

"eflow has developed a solid reputation throughout Europe and Asia as a technologically forward SaaS provider of regulatory compliance solutions," said Henry Feintuch, president, Feintuch Communications. "The company's suite of solutions is second to none. Our team will implement a targeted B2B campaign within the financial and trade media as well as the industry analyst community."

Feintuch Communications' financial services and fintech team has represented numerous fintech and financial services companies over the years including BasisCode Compliance, SPDR Gold Shares ETF, Klarna, SurgePays, Western Union, GAIN Capital/Forex.com and Optimal Payments.

About eflow Global

Founded in 2004, eflow Global provides financial firms with technology solutions to help them comply with their regulatory requirements in a more streamlined, efficient and robust way. It offers award-winning solutions for market abuse surveillance, best execution, transaction-cost analysis, transaction reporting and eComms surveillance. The company currently services over 130 clients across five continents, providing both buy-side and sell-side firms with highly configurable digital tools that are designed to keep them compliant and competitive in this ever-changing regulatory landscape. eflow's regulatory solutions are delivered through a PATH, a unique digital ecosystem that offers the speed, convenience and efficiency of off-the-shelf software, combined with a level of customization that is typically only associated with a bespoke platform.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning technology public relations firm with a focus on business results. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in b2b and b2c programs in technology, pro AV, financial services, advertising and media, energy and cleantech and corporate. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

SOURCE Feintuch Communications, Inc.

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