

EVAN NIERMAN: THE REPUTATIONIST

Pioneering the Powering Reputation Approach to Strategic Communications



WHAT IS A REPUTATIONIST?

An expert who builds and protects reputations, since public perception shapes success. This term was coined to describe a role that goes beyond traditional PR. Reputationist Evan Nierman and his team are masters of reputation-building across traditional media, social platforms, and AI-driven information sources.

WHY IT MATTERS

Modern challenges demand expertise

- Cancel culture can destroy reputations overnight
- AI platforms shape how people find information
- Viral moments spread faster than facts
- Digital footprints require strategic management

POWERING REPUTATION (P.R.)

A NEW APPROACH TO PR

Red Banyan redefined PR to stand for Powering Reputation. It is the first agency to integrate those three elements into one system



EVAN NIERMAN'S EXPERTISE



25+ years in crisis communications



Founder & CEO, Red Banyan



Amazon bestselling author, *The Cancel Culture Curse* and *Crisis Averted*



Trusted advisor to high-profile clients across industries

INDUSTRIES SERVED

Manufacturing · Insurance · Technology · Financial Services · Legal · Education · Healthcare · Government · Consumer Facing · Trade Associations · Foreign Governments · Nonprofits · Startups · Real Estate · Entertainment · Celebrities · Business Executives · Politicians · Hospitality

“Red Banyan is an incredible strategic communications agency and the home to consummate professionals. Thank you and your amazing team for the support and guidance!”

Tim Vogel
CEO, Scenthound

Ready to power your reputation?
Schedule a free consultation.

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