

# Fathom media kit



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01

# Who we are

In 2012, a pair of researchers at the University of Bristol began exploring the significant obstacles that needed to be overcome to create truly comprehensive flood maps and models that would transform the management and mitigation of global water risk for data-rich and data-scarce regions alike.

They examined the potential interconnectivity between cutting-edge research methods across hydrology, remote sensing and machine learning, and in 2013, Fathom was formed.

From the beginning, the aim was to create a, data-driven, research-led company providing transparent, industry-leading methods of understanding water risk.

Today, the firm's headcount, accolades and research catalogue have grown exponentially, cementing Fathom's position at the forefront of flood and climate risk. Our impressive product portfolio can be found in the hands of small organizations, government agencies and multinational corporations spanning industries including humanitarian aid, (re)insurance, international development, engineering, conservation and financial markets.

Academic research remains as important to us now as when we started. In the face of the increasing challenges posed by climate change, this commitment ensures we are providing our customers and partners with market-leading flood models based on the latest science.

As of December 2023, Fathom is now part of Swiss Re, one of the world's leading providers of (re)insurance and other forms of insurance-based risk transfer.



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# Who we are

## Published in

**nature  
climate change**  
[Read](#)

**Water Resources  
Research**  
[Read](#)

**nature  
sustainability**  
[Read](#)

**ENVIRONMENTAL RESEARCH  
LETTERS**  
[Read](#)

**Natural Hazards and  
Earth System Sciences**  
[Read](#)

## Recognition received

**NOMINATED** 2022



**BEST INDUSTRY COLLABORATION**  
**London Cat Modelling Awards**  
FATHOM

**WINNER** 2021



**SMALL BIZ**  
**The Stack**  
FATHOM

**FINALIST** 2021



**SCIENCE OF RISK**  
**Lloyd's Science of Risk**  
RESEARCH: TOWARD GLOBAL STOCHASTIC RIVER FLOOD MODELLING

**WINNER** 2023



**TECHNOLOGY SOLUTIONS  
PRODUCT OF THE YEAR**  
**New Civil Engineer**  
FATHOM'S GLOBAL FLOOD MAP

**LISTED** 2023



**FINTECH 100**  
**ESG Fintech 100**  
FATHOM'S GLOBAL FLOOD MAP

**WINNER** 2024



**CLIMATE CHANGE INITIATIVE OF THE YEAR**  
**British Data Award**  
FATHOM

**LISTED** 2024



**CULTURE 100**  
**Hyer**  
FATHOM

**SILVER** 2024



**ENVIRONMENT CHAMPION**  
**Energy Matters**  
FATHOM'S GLOBAL FLOOD MAP

**WINNER** 2019



**CLIMATE RISK RESEARCH**  
**Allianz**  
RESEARCH: IMPROVING OUR UNDERSTANDING OF FLOOD RISK

**WINNER** 2020



**EDITOR'S CHOICE AWARD**  
**Water Resources Research**  
RESEARCH: MERIT HYRDO, A HIGH-RESOLUTION GLOBAL HYRDOLOGY MAP

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# Key spokespeople

Our experts have media experience across industry and national media, including BBC, ITV, Sky News, New Scientist and many more. This covers print, TV, radio and podcasts. [Check out some of their appearances here.](#)



Chief Operations Officer  
**Dr Andrew Smith**

As one of Fathom's co-founders, Dr Andrew Smith formed the company whilst undertaking his PhD at the University of Bristol. Now, Andrew is the Chief Operations Officer, responsible for overseeing the company's business operations and future growth plans. He is also an active research scientist and continues to expand his scholarly portfolio examining various aspects of climate change risk modeling and large-scale flood models.

[Read more](#)



Chairman  
**Professor Paul Bates CBE FRS**

Fathom chairman and co-founder, Paul is a world-leading authority on flood risk. His research career has focused on the development and application of computational flood models. He holds a Chair in Hydrology at the University of Bristol and was made a Commander of the British Empire (CBE) for services to flood risk management in 2019.

[Read more](#)



Chief Scientific Officer  
**Dr Oliver Wing**

Oliver Wing is the Chief Scientific Officer at Fathom, where he leads the organization's academic strategy. His role centers on the preservation of the company's close ties with academia, ensuring modeling techniques are research-led, transparent and peer reviewed. Oliver obtained his PhD in Geography at the University of Bristol, and remains an Honorary Research Fellow there.

[Read more](#)

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# Key spokespeople

For any media requests; please contact [press@fathom.global](mailto:press@fathom.global).

If you're hosting an upcoming event or think your readers would like to hear from someone at Fathom, get in touch with [marketing@fathom.global](mailto:marketing@fathom.global) with the below information.

- First name
- Last name
- Company
- Title
- Business email
- Event
- Date of the event
- What topic(s) would you like the speaker to discuss
- Do you have a spokesperson in mind?



## FAQs

### – What would make my request a good fit for Fathom?

The Fathom team is full of talented individuals, whose expertise includes: flood risk modeling, data management, coding, flood risk data, climate risk intelligence and GIS.

We're particularly interested in opportunities that align with the (re)insurance, finance, ESG and engineering markets.

### – Can I request a specific individual?

Definitely. However, it may be that they are unavailable, in which case we can discuss an alternative avenue. In addition to our senior leadership above, the Fathom team is full of talented individuals. [Check out our full roster of experts.](#)

### – Do you charge a fee?

We don't charge a speaker fee, no. If your opportunity is in-person and you have a budget for travel or lodging it is greatly appreciated, but not a requirement.

### – Where can I find a staff bio and picture?

If a member of the Fathom team has agreed to speak at your event or be interviewed for your publication, you can use the [wording on their webpage as a bio](#) and [can download their headshot here](#).

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# Content guidelines

Welcome to Fathom's brand guidelines. This is an overview of how we communicate. When it comes to sharing Fathom content, we're very happy for you to amplify links via email and social media.

You are also welcome to quote or reference up to 75 words of any of our text content (from our articles, PDFs, PPTs, documents etc) in your own articles, presentations etc. **as long as you attribute Fathom as the source and include a URL to the original content.**

Please do not republish any wording longer than the 75 word limit, and do not claim our content as your original idea. Of course, press announcements and staff bios are exempt from this policy.

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## Branding

### — About Fathom - short version

Fathom is a global leader in flood and climate risk intelligence, giving risk management professionals the most scientifically robust tools and intelligence for understanding the climate's impact on water risk. Its team of scientists develop catastrophe models and comprehensive mapping and geospatial data that make a real-world difference to customers and communities worldwide.

### — About Fathom - long version

Founded in 2013, Fathom gives risk management professionals the most scientifically robust tools and intelligence for understanding the climate's impact on water risk. By publishing cutting-edge peer-reviewed academic research and applying it to real-world challenges, Fathom powers better decision-making for (re)insurance, civil engineering, corporate risk, financial markets, disaster response and government. Fathom's dedicated team of scientists harness their passion for innovation and the environment to develop rigorous catastrophe models and comprehensive mapping and geospatial data that make a real-world difference to customers and communities worldwide. From December 2023, Fathom is a part of Swiss Re, a leading provider of (re)insurance and risk baset transfer.

### — We are a singular entity

✓ "Fathom is..."

✗ "Fathom are..."

03

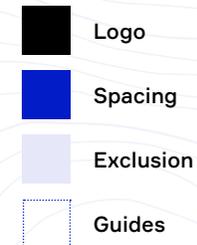
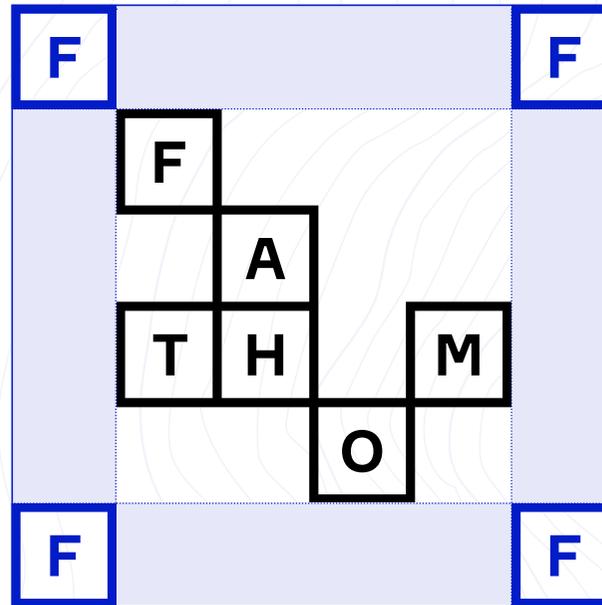
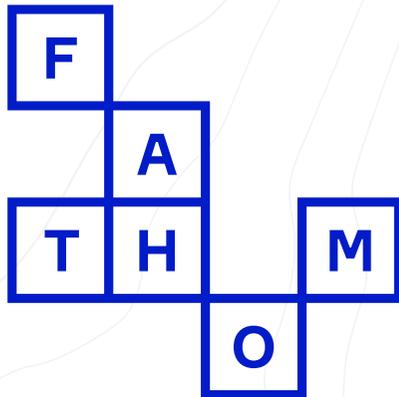
# Content guidelines

## Our logo

The logo shown here serves as the primary logo and trademark. Please don't alter the shape, proportion, color or orientation of the assets. Provide as much padding (clear space) around the logo as we have shown below.

Download the Fathom logo: [png](#) | [jpg](#)  
For alternative versions: [png](#) | [jpg](#)

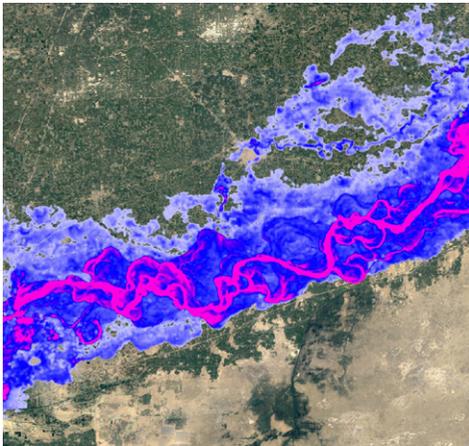
If you want to use our logo in a way that implies we endorse, sponsor or approve of services or products, you will need to seek written permission from us by emailing [marketing@fathom.global](mailto:marketing@fathom.global).



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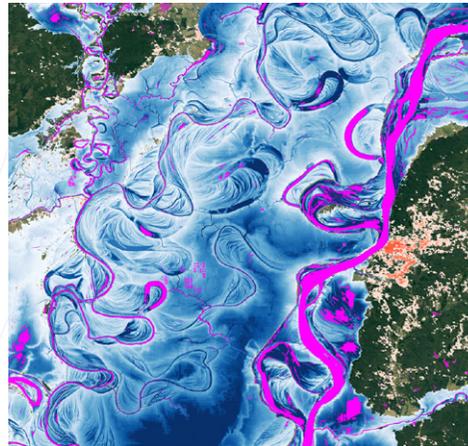
# Images

Using our suite of products, we have created a number of visuals available for use in stories and features about Fathom. If you use one of these images, it needs to be credited to Fathom.



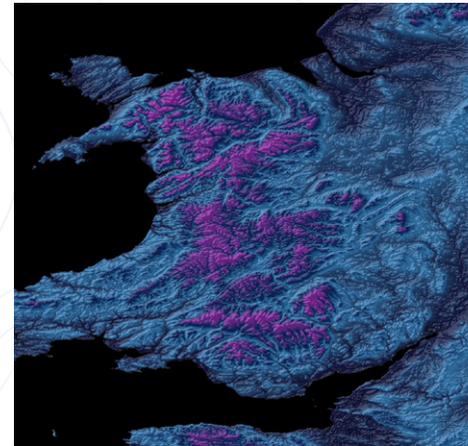
1 in 200 year flood event in Pakistan.

[Download](#)



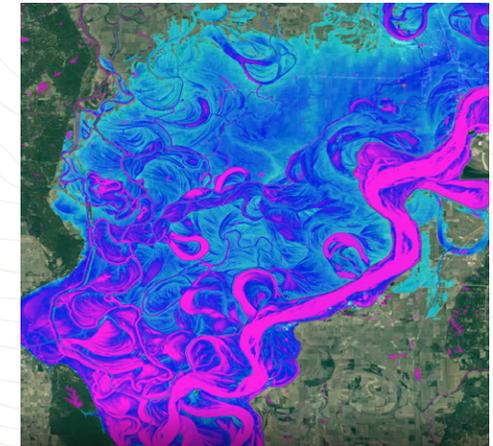
1 in 500 year fluvial Risklayer exposure data for Mississippi border in Louisiana, US.

[Download](#)



Elevation in Wales, UK - FABDEM.

[Download](#)



Fluvial flood event in Memphis, TN.

[Download](#)

## Alternative images

[You can download alternative images here.](#)

Note that the content attribution policy also applies to the images in this folder.

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# Key links

[Check out our latest announcements](#)

contract wins | product launches | partnerships  
| award wins | research | senior appointments |  
company updates

[Browse our media coverage highlights](#)

Keep up to date with Fathom's news:

[Subscribe to our newsletter](#)

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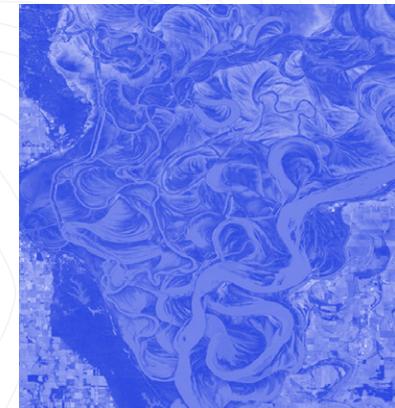
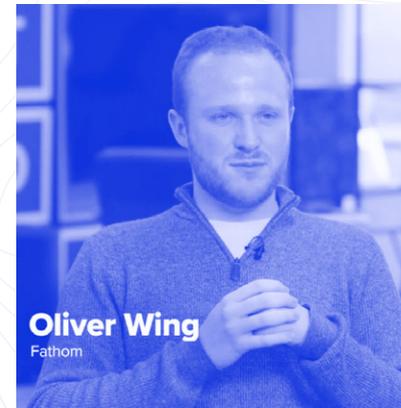
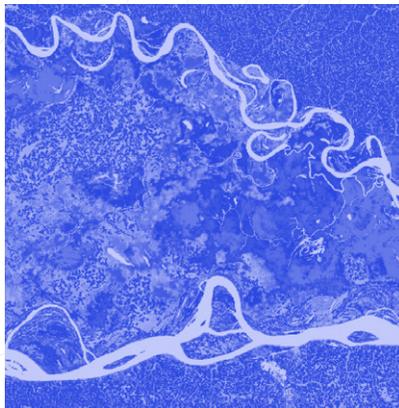
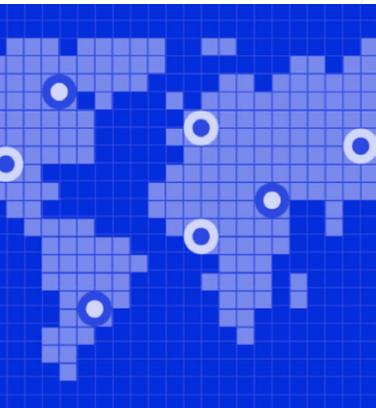
[LinkedIn](#) | [X](#)

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[articles](#) | [case studies](#) | [research papers](#)



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# Get in touch

If you'd like to get in touch about PR and media opportunities, contact [press@fathom.global](mailto:press@fathom.global).

To discuss partnerships or event opportunities, get in touch with [marketing@fathom.global](mailto:marketing@fathom.global).

