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New York Minute

May 2024

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It ain't over til its over...

Dear NIRI NY Members,

With Memorial Day weekend in the rearview, summer is upon is and so is the end to another terrific season here at NIRI. Though we are not done yet, there are plenty of events to look forward to before we head off to vacations, graduations and wherever your summer plans may take you.

I hope to see many of you at our Spring Social at T-Squared Thursday June 13th at 6:00pm for an evening of fun activities, drinks and networking to close out and celebrate the end of the season. Register here.

NIRI NY NextGen is excited to host a summer social at the Empire Rooftop in partnership with S&P Global Market Intelligence! Join us on Tuesday, June 18th at 6:00pm to celebrate another successful season, welcome in the warm weather, and mingle with fellow members. Register here.

Also as a final reminder, in just over one week the IR community will come together for the NIRI 2024 Annual

UPCOMING EVENTS

June 9-11 NIRI Annual Conference San Francisco

Register here

June 13 - NIRI NY Spring Social, T-Squared, 6:00pm

Register here

June 18 - NIRI NY NextGen Summer Social, Empire Rooftop, 6:00pm

Register here

See entire calendar

WELCOME NEW MEMBERS!

Conference June 9-11 in San Francisco – there is still time to register here. There is no better way build your IR network and learn from dozens of IR experts for every state of your career and professional development.

Membership Spotlight
This month's Member Spotlight features **Michael Marks**, a new member of NIRI NY, and Head of Investor Relations, VIZIO. Michael transitioned from corporate strategy to investor relations, due to his passion for working closely with senior leaders, supporting projects that drive key decisions across the organization.

In closing, it has been a privilege serving as President and I would like to thank my fellow Board members for their contributions to what has been a wonderful season. I look forward to welcoming our three new Board members in June and I hope to cross paths with many of those in our community this summer!

As always, I would encourage you to stay connected with the NIRI NY chapter by following us on Twitter, LinkedIn, and checking out the latest information on our website.



All the Best,
Laura Kiernan
President, NIRI New York Chapter
president@niriny.org

Find us here: NIRI NY Board and NextGen Committee

- Kevin LaBuz, **1stdibs.Com, Inc.**
- Kristy Ashmawy, **American Express Company**
- Connie Zhang, **Blue Owl Capital**
- Kala Krishnan, **FGS Global**
- Sophia Templin, **FGS Global**
- Peter McGough, **Gambling.com Group Limited**
- Shivani Kak, **Moody's Corporation**
- Adam Dictrow, **Notified**
- John Streppa, **WalkMe Ltd.**

PARTNER PERSPECTIVE

Q4

AI has taken the world by storm, including investor relations professionals. Despite the AI buzz and its promise for transforming every industry, integrating AI into IR isn't a one-size-fits-all approach. Some IR teams may not be planning to use AI at all, while others have already started experimenting. To most IR leaders and agencies, the question remains, "How do I get started with AI and what tools should I use?"

Don't miss Q4's recent blog on how to get started with AI in IR, which includes tips and best practices for

implementing AI into your IR strategy. Stay tuned for insightful survey results from Q4 that uncover the goals and challenges of IROs and their thoughts on use cases for AI in IR.

[Read Q4's Blog - The Future of IR is Here: How to Get Started with AI]



Member Spotlight

Michael Marks joins us for this month's **Member Spotlight!** Here are a few snippets from our conversation. Please read the complete profile here!

Both internal and external stakeholders know I will go above and beyond to provide answers and support for any ad hoc requests. Being available for anything is an incredibly important part of the role."

"My current boss, who is both a friend and mentor, took a chance on me, for which I am very grateful. I see myself continuing a long and fulfilling career in Investor Relations."

"I am passionate about supporting organizations that provide career opportunities for individuals with physical and cognitive impairments."

Please reach out if you have any questions.

Please let us know if you'd like to be featured in the **Member Spotlight**.

NIRI NextGen

NIRI NY NextGen is looking forward to kicking off summer by hosting a summer social at the Empire Rooftop in partnership with S&P Global Market Intelligence. Join us on Thursday, June 18th from 6:00 – 8:00 PM to celebrate another successful season and mingle with fellow members. We hope to see you all there! You can register here.

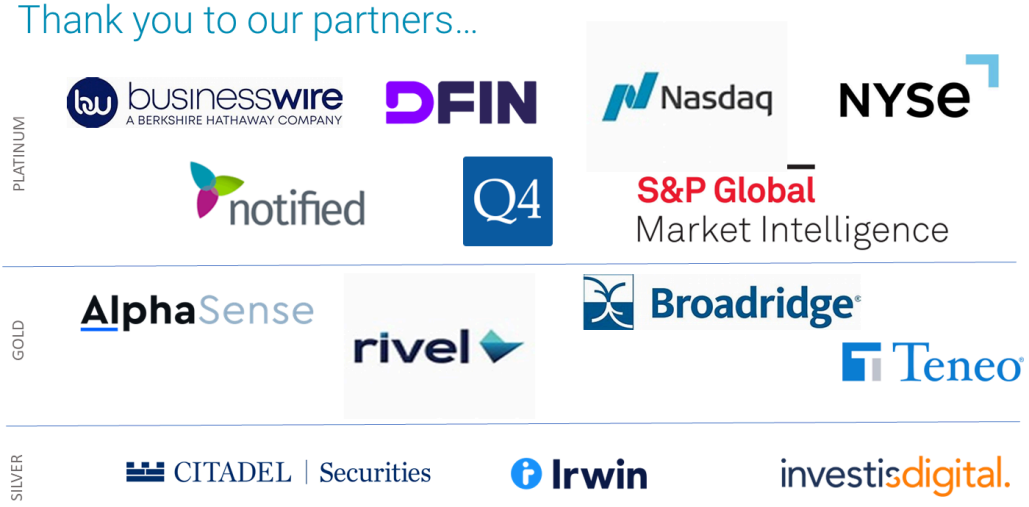
If you are interested in helping the NIRI NextGen committee or have program ideas, please contact Emily Mohr, President, NIRI NY NextGen, at nirinextgen@niriny.org

If you know a potential NextGen member, please reach out to Ailsa Wells (ailsa@getirwin.com).

Your NIRI National Profile Data

Please review/update your profile data (company, title, email, phone number) in the NIRI National portal by clicking here.

Thank you to our partners...



NIRI NEW YORK CHAPTER

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