



## The Future of IR

November 14, 2019

7:30 am – 9:00 am

### SPEAKERS:

**Alyse Bodine** is co-managing partner of Heidrick & Struggles' Global Financial Officers Practice. Previously, she served as partner-in-charge of the firm's Philadelphia office. Her search experience comprises corporate CFO and other senior level financial officer assignments. She works with a diverse client base, including Fortune 500, small- and medium-sized public and private companies, as well as private equity- and venture-backed companies across a range of industries. In 2018, Ms. Bodine received Heidrick & Struggles' top regional honor, the Americas Partnership Spirit Award, a partner-nominated and -selected award presented to the partner who exemplifies the collaborative, partnership behaviors Heidrick & Struggles seeks to uphold. Ms. Bodine is a graduate of the University of Pennsylvania.

**Barbara Gasper** is a senior finance practitioner with 40 years of corporate experience, including 25 years in corporate investor relations. Her diverse industry background includes aerospace-defense, automotive, financial services/payments, management consulting services, steel and telecommunications. Most recently, she created the IR function at Mastercard in advance of the company's 2006 IPO and led that effort as the company grew from \$4 billion to over \$100 billion in market cap during her 10-year tenure. Ms. Gasper is a member of the National Investor Relations Institute (NIRI), currently serving on their Ethics Council and is a former NIRI National Board member. She was inducted as a NIRI Fellow in 2014. Ms. Gasper also has been the recipient of numerous awards from Institutional Investor Magazine and IR Magazine, including IR Magazine's 2014 Lifetime Achievement Award and 2002 Most Improved IR Program Award. She has been a frequent speaker at professional conferences and holds a BS in Mathematics from Bucknell University and an MBA from Widener University.

**Gary Sender** has over 25 years of financial leadership experience in the pharmaceutical and biopharmaceutical industries. He is the Chief Financial Officer of Nabriva plc, a publicly traded biotechnology company, where he joined in 2016. Prior to Nabriva, he was CFO and Executive Vice President at Synergy Pharmaceuticals. From 2009 to 2015, Mr. Sender was the Senior Vice President, Finance at Shire plc, supporting its Specialty Pharmaceuticals business. Prior to joining Shire, he was CFO of Tengion, a biotechnology company in the field of regenerative medicine, where he was instrumental in raising approximately \$150 million of equity and debt capital. Mr. Sender joined Tengion from ARAMARK, where he was VP, Investor Relations since January 2003. Prior to ARAMARK, he spent 15 years at Merck in a number of leadership roles,

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including Investor Relations, M&A, Finance, Treasury and Divisional Financial Management. Prior to his work at Merck, he held positions at AT&T and RCA Corporation. Mr. Sender earned his bachelor's degree in Finance and Management Information Systems from Boston University and an MBA in Industrial Administration with a concentration in Finance from Carnegie-Mellon University.

### MODERATOR

**Shawn Southard** has more than 25 years of corporate and consulting experience in investor relations, finance and communications. He is an accomplished investor relations leader, adept at developing strategies, implementing plans and executing best practices. Currently, he is vice president at Kei Advisors. Prior to joining Kei, Mr. Southard built 19 Squared IR to provide investor relations advisory, analytic, and communications services, primarily to small-cap companies. Before 19 Squared IR, he served as Director of Investor Relations and Corporate Communications with Pennsylvania REIT, head of Investor Relations for EPIQ Systems and, before that, built and led the IR function for U.S. Interactive. Prior to U.S. Interactive, Mr. Southard was Managing Director for Financial Communications Associates, and began his investor relations career at Advanta Corporation, where he held several positions of increasing responsibility. Mr. Southard is a member of the National Investor Relations Institute (NIRI), currently serves on the Investor Relations Charter (IRC) Council, and previously served as Chair of the IRC Examination Development Committee. He is also a past President of the Philadelphia Chapter. He earned the IRC designation after passing the inaugural NIRI Investor Relations Charter exam in March 2016. Mr. Southard received his BS in Business Administration from the University of Delaware and his MBA in Finance from Drexel University.