

NIRI NY Member Spotlight

September 2021



Describe your current role?

"I just started at Darrow Associates, and it is my first position in IR after 20 years on the buy-side. I help manage the IR programs for a handful of clients. I am writing press releases, creating the investment thesis for clients, reimagining company presentations, and doing investor outreach. I am also spending time doing business development, utilizing my network to introduce myself to target companies. My goal is to build a portfolio of exciting companies and help drive the valuation of the firms and become a trusted, strategic advisor to the management teams."

What made you decide to make a move from buy-side into IR / Corp Comm?

"I have spent my career analyzing companies and recommending stocks across multiple industries. As a fundamental analyst, meetings with management teams were an important pillar of my research. I really enjoyed the one-on-one time I had with management and had many opportunities to advise the C-suite on many different issues. I was really attracted to that advisory role and that in IR, one can sit in between so many constituencies and stakeholders. Ultimately, I wanted to have a direct impact on a company's valuation."

Are there any trends between buy-side, sell-side, and IR that you've seen recently?

"ESG is definitely an accelerating trend that has impacted the buy and sell-side and IR. Another trend is that the buy-side is becoming much more concentrated with industry specialists than it used to be. There also has been a noticeable decline in the number of job opportunities in the sell and buy-side, whereas the search for IR professionals has never been stronger."

How have you been able to leverage your buy-side experience into value-add insight for IR clients?

"First and foremost, I believe that transparency, humility, and optimism are at the core of both the buy-side and the role in IR. My career on the buy-side has given me an understanding of the thought process of PMs and how they construct portfolios. Being able to anticipate how the Street will evaluate whatever the news is and anticipate that in your messaging provides an important feedback loop for management."

What has been surprising or unexpected about the IR world, and what has been similar to what you expected?

"I've been surprised at how tight-knit the IR industry is and how open everyone is to giving advice and support. I have always appreciated the cross-functional nature of the IR profession, and that hasn't disappointed."

What are you hoping to get out of your NIRI experience?

"Networking, professional development, volunteering, and finding a mentor."

On a personal level, how have you dealt with the move to remote work? Any changes to your lifestyle or insights you can share?

"I don't have a proper office, so my work life has filled up my dining table. I have missed the camaraderie of the office, but I am looking forward to in-person events opening up. Not having to commute has given me the flexibility to play tennis in the morning."

What's the first place you're hoping to vacation once global travel restrictions die down?

"I miss exploring new restaurants, and many new and exciting destinations have opened during the pandemic. Copenhagen would be my first choice."

What's something that most people who work or have worked with you don't know about you?

"I like to cook, especially for large parties."

Contact Information

Jason Loeb

jasonbloeb@gmail.com

917.579.3394

LinkedIn: <https://www.linkedin.com/in/jason-loeb-20100866/>