

## NIRI NY Northeast Regional Conference

March 24, 2026



Jay Bryant Park  
109 W 39th St, New York



**Save the Date**



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### Bidding farewell to a great 2025 and ready for the New Year

We are concluding 2025 with gratitude for our accomplishments and enthusiasm for the opportunities ahead. Please join me for a reflection on our key milestones and a look at the priorities that will be top-of-mind for NIRI NY and our community going into the new year. [READ MORE](#)



### Let us grow our community

Our strong and diverse member base is what makes NIRI NY one of the most active chapters nationwide. In 2026, consider becoming a member, encourage and support your peers and younger talent in doing the same. [Membership Benefits.](#)



### Guest Spotlight

We're closing up 2025 with guest [Kimberly Esterkin, Vice President of Investor Relations at ASGN Incorporated \(NASDAQ: ASGN\)](#), an IT solutions company that is soon transitioning to [Everforth](#). Kim breaks down the evolving IT consulting landscape and highlights how AI is accelerating IT integration for commercial and government clients. A standout in NIRI's inaugural "40 Under 40" class, Kim continues to set ambitious personal goals, most notably her mission to complete 50 half marathons before turning 50. In our interview, she shares how many she's already conquered. [READ IN FULL.](#)

# Letter from the President



**2025 in review: elevated organization, programs, and communication strategies that will continue in the new year**

Dear NIRI NY Members,

It was great to see so many of you at our Holiday Party earlier this month. I want to reiterate my deep appreciation for our members and partners, for your continued support and trust in our work. A special thanks to our party sponsor, [Q4, Inc.](#), and to my fellow board members whose dedication shone through in every detail. If you haven't already done so yet, [click here](#) to view and download your favorite photos from the event, and make sure to check out the [recap on page 7](#).

## Key Accomplishments: Setting A New Standard

As we successfully wrap up 2025, I'd like to reflect on the significant progress we've made. As you might recall, in my September letter, I shared our goals to enhance the chapter's structural organization, elevate the quality and relevance of our programs, and modernize our communications. Our dedicated efforts have delivered tangible results:

- **Record-Setting Attendance:** We successfully delivered our September season opening gathering, a panel discussion on shareholder activism, and the unforgettable Holiday Party. All events saw high member attendance, providing quality educational and networking opportunities.
- **Elevated Communications:** We modernized our NIRI NY Minute Newsletter, email, and LinkedIn communications, resulting in a fantastic increase in engagement and readership. Your feedback is driving a more relevant and timely flow of information.
- **Strengthened Financial Foundation:** We proudly welcomed three new, high-quality sponsors committed to supporting our chapter, ensuring we can continue to invest in premium programming for you.

## The 2026 Season: Deepening Your Strategic Edge

Our work has just begun. The Programs team is working hard to bring you a variety of cutting-edge programming, including more educational sessions, two Senior IRO Roundtables in January and May, and expanded access to virtual content through our strategic partnership with NIRI Virtual, ensuring a continuous flow of content at no additional cost.

On March 24, we host our 2026 flagship event: **The NIRI New York Regional Conference**. This won't be a traditional conference. Expect a high-impact agenda, featuring **Interactive Sessions, Real-World Case Studies, and Focused Networking Opportunities**. [Save The Date!](#) You won't want to miss this premier event. We'll soon be sharing registration details and a sneak peek at the agenda.

## Macro & Markets: Navigating Volatility in 2026

Markets' outlook remains uncertain going into 2026, demanding sophisticated investor relations strategies. Geopolitical tensions, the persistent US-China trade war, and evolving US fiscal policy are signaling a new wave of headwinds. This complex backdrop is compounded by mixed signals from the Fed regarding future rate policy, creating more volatility and sector rotation in equity markets.

This environment is significantly amplifying the role of the IRO. Alongside traditional financial risks, shareholder activism remains robust and sophisticated, with activists increasingly pushing for strategic and operational changes, leading to a notable spike in CEO turnover. In addition, companies must navigate a more polarized proxy environment, managing both traditional and a growing number of anti-ESG/DEI proposals that demand clear communication around corporate value creation and strategy. Effective IR in 2026 requires meticulous preparedness, continuous year-round engagement, and clarity in communicating how the company strategy aligns with value in a period of sustained macroeconomic flux.



## Member Spotlight

We're proud to spotlight [Robert Samuels, VP of Investor Relations](#) at MARA Holdings (NASDAQ: MARA). Robert shares his journey from senior equity research roles at JPMorgan and UBS into investor relations, and how his investor-side perspective shaped his approach to storytelling, credibility, and long-term value creation. He discusses the rigor behind the earnings process, his philosophy on developing IR talent through hands-on experience and clear communication, and the key mindset shift required when transitioning into IR.

## Guest Spotlight

Our guest [Kimberly Esterkin, Vice President of Investor Relations](#) at ASGN Incorporated ([NASDAQ: ASGN](#)), breaks down the evolving IT consulting landscape and highlights how AI is accelerating IT integration for commercial and government clients. A standout in NIRI's inaugural "40 Under 40" class, Kim continues to set ambitious goals, most notably her mission to complete 50 half marathons before turning 50. In our interview, she shares how many she's already conquered. [READ IN FULL](#).

## We'll see you in 2026

As we conclude the year, I extend my warmest Holiday wishes to all our members, partners, sponsors, and supporters and their families. May you enjoy a meaningful time with your loved ones, fully unwinding from professional activities, and recharging for the year ahead.

We remain committed to providing you with the insights, perspective, and strong community necessary to navigate this evolving landscape. We always welcome feedback from you, our valued members, on how to make NIRI NY Minute even more relevant, thought-provoking, and useful.

Thank you for your dedicated engagement with NIRI NY. I look forward to seeing many of you at our upcoming events and working toward an exciting season ahead together.

A handwritten signature in black ink, appearing to read "Nichole Saland".

Nichole Saland  
President, NIRI New York Chapter  
[president@niriny.org](mailto:president@niriny.org)





# Membership



Interested in joining the NIRI New York Chapter?  
Reach out to the Membership Team [membership@niriny.org](mailto:membership@niriny.org)

## Benefits:

**250+  
Members**

**8+  
Annual  
Events**

**Exclusive  
Access  
to Industry  
news**

and so much more!

**Full Chapter Benefits**

**Getting Involved**

***Members: our diverse experience and varied industry expertise are a strong addition to our community. Thank you for choosing the NIRI NY Chapter!"***  
**- Nichole Saland, President**



# Member Spotlight

Meet Robert: A senior IRO at MARA Holdings



**Robert Samuels**  
**VP of Investor Relations**  
**MARA Holdings**

**Q: Tell us a little bit about your background and what prompted the transition from investment management and research into investor relations?**

**A:** I started out on the sell side and was eventually promoted to a senior equity analyst at JPMorgan and later moved to UBS's Chief Investment Office as an equity sector strategist, where I oversaw consumer-sector investments across more than \$30 billion in client portfolios. After years of evaluating companies from the outside, I found myself wanting to be closer to the action, actually helping shape how a company tells its story and builds long-term value. That's what pulled me toward investor relations. A lot of my skill set carried over naturally: understanding what investors care about, anticipating their questions, and breaking down complex financial information.

When I transitioned into investor relations, one of the biggest surprises was just how much work and preparation go into the quarterly earnings process. As an analyst, you see the final product; in IR, you experience the countless hours of coordination, drafting, refining, and aligning internally to make sure every message is clear. It gave me a whole new appreciation for what goes on behind the scenes. I was also surprised by how much IR is about storytelling and relationship-building. On the sell side, the work is very analytical; in IR, the human element matters just as much. You're not just explaining numbers, you're helping people connect with the bigger picture of where the company is going and why it matters.

**Q: What's your approach to cultivating talent in IR, and how do you mentor rising IR professionals?**

**A:** I've led teams at different stages of my career, from junior analysts to direct reports to cross-functional groups, and my approach to developing IR talent starts with giving people real exposure to the business. IR sits at the intersection of finance, strategy, and storytelling, so I encourage rising professionals to stay curious, ask questions, and build relationships across the organization. When I mentor, I focus on helping them communicate with clarity and develop confidence. That means simplifying complex topics, anticipating investor questions, and feeling comfortable engaging with senior leaders and external stakeholders. I also believe in giving people meaningful responsibility early, whether it's drafting parts of an earnings script or running an analyst follow-up, because IR is ultimately learned by doing.

**Q: Many IR professionals pivot into IR from banking, equity research, or corporate roles. What advice would you give to someone making their first transition into the function? What mindset shift is essential?**

**A:** A lot of people come into IR from banking, equity research, or other analytical roles, and the biggest mindset shift is realizing that the job isn't just about understanding the numbers, it's about communicating them in a way that builds trust. In IR, you move from being an evaluator of companies to being the voice of one, which means you have to think constantly about clarity, consistency, and credibility. My advice is to embrace the storytelling side of the role. You already know how to break down financials and market dynamics, but in IR you need to connect those facts to a broader narrative about strategy, execution, and long-term value. Also, develop strong relationships internally, with finance, legal, operations, and the executive team, because you're at the tip of the spear that has to bring all those perspectives together. If you approach IR with curiosity, and a focus on helping investors truly understand the business, the transition becomes a lot smoother.

**Q: Retail investors play an unusually influential and engaged role in the digital asset space compared to traditional sectors. How do you tailor your communication strategy to meet the needs of a highly active retail base while still maintaining the rigor and discipline required for institutional investors?**

**A:** One thing that really stands out in the Bitcoin world is how involved and influential the retail community is. They're passionate, informed, and they follow the space in real time. That's why I've made it a priority to meet them where they are, especially on social platforms like X. When I started in this role, I had zero followers, now I'm approaching 5,000. And retail investors aren't shy, they'll DM me directly with everything from thoughtful questions to very candid suggestions about what we could be doing better. It's one of the things I had to get used to, the feedback loop is fast, honest, and sometimes pretty entertaining. It's important to engage directly, answer questions, clarify misconceptions, and provide consistent, accessible updates about what we're doing and why it matters.

At the same time, we keep the rigor and discipline that institutional investors expect: transparent disclosures, data-backed updates, and a steady cadence of communication. The goal is to make sure both retail and institutional audiences walk away with the same understanding of our strategy and long-term value, even if they interact with the company in different ways. For MARA, building that bridge, combining transparency, credibility, and real-time engagement, is essential to cultivating a strong, aligned investor base.

**Q: Digital assets and mining are highly scrutinized industries. From an IR standpoint, what conversations are investors most interested in today — risk, regulation, efficiency, scalability, sustainability? How has that shifted over the last 12-24 months?**

**A:** Digital assets and Bitcoin mining are under a brighter spotlight than ever, and you can see that in the investor mix and the questions being asked. Just 12 months ago, most of the interest came from hedge funds; now some of the largest long-only money managers in the world are actively engaging. With Bitcoin adoption exploding, you no longer need to explain what Bitcoin is, investors are far more knowledgeable, which has shifted the dialogue toward regulation, risk management, efficiency, scalability, and sustainability. There's also growing recognition that Bitcoin miners are well positioned to support AI data centers, given our power infrastructure and operational expertise, which has opened an entirely new chapter in the conversation. Overall, investor discussions have become much more sophisticated as both the industry and its audience continue to mature.

*Note: The views expressed are solely those of the interviewee and not of the company(s) they represent.*





## Set yourself up for a stronger, smarter 2026 with Q4

With the quarter closed, it's the right moment to take stock of what's changed in your story, investors, and the market. Preparing for the year ahead starts with bringing data, workflows, and insight into one place.

Q4 gives IR teams a unified platform for websites, events, CRM, analytics, and Q, the industry's first IRO Agent™. The result is sharper insight, stronger narratives, and over 1,100 hours back, per Forrester's TEI™ study.

Explore how Q can set your team up for success in 2026

[BOOK A DEMO](#)

## Give yourself the connected-intelligence advantage

Instead of chasing data, pulling reports, or stitching together disconnected tools, you get a single secure environment built around how IR actually works, giving you the context and intelligence to elevate every conversation. With Q, it's like having an extra member on your team.

One that keeps your priorities organized, ensures nothing slips through the cracks, and helps you be ready for whatever comes next, so you can:

### Walk into every investor meeting, fully prepped.

Q brings together the full context across past conversations, website activity, engagement patterns, and your CRM history, so you walk in with a complete view of each investor.

### Stay ahead of your peers without the manual research trap.

You can get a clear view of how peers are performing: their earnings themes, analyst questions, valuation shifts, and messaging trends, all pulled in minutes.

### Deliver board-ready intelligence without the scramble.

You can walk into board meetings with a clear, consolidated view of engagement trends, ownership shifts, analyst sentiment, market signals, and investor themes, ready when you are.

*"The IR team is now more efficient and effective, with the ability to focus on more strategic initiatives like targeting and investor engagement...It's really arming our executives to go have deeper and more meaningful conversations with investors that we wouldn't be able to do if we didn't have a system like Q4."*

Director of investor relations, energy

# Guest Spotlight



**Demand for IT services will continue, and AI will be a tailwind for years to come**



## **Kimberly Esterkin, VP of Investor Relations ASGN Incorporated (in transition to Everforth)**

**Q: For someone unfamiliar with ASGN, how would you explain the company's business model in one or two sentences?**

**Kim:** ASGN delivers IT solutions and consulting services to commercial enterprises and government agencies through a flexible, scalable model that leverages a deep contingent labor pool, subject matter experts onshore, nearshore, and offshore, and strategic technology partnerships. Operating across Commercial and Federal Government Segments, ASGN focuses on high-growth markets, combining organic growth with strategic M&A to meet our clients' evolving IT needs.

**Q: Can you give some examples of the consulting work you support for your commercial and federal clients?**

**Kim:** On the commercial side, we work with a major private professional services firm that regularly updates its internal standards. Each time the company needs to update its standards, it requires a comprehensive review of tens of thousands of documents, web pages, and applications. By leveraging our expertise in agentic AI, we implemented a secure, repeatable review framework that reduced the project timeline from six months to six weeks. For our government clients, data analysis is equally critical, often with even higher stakes due to national security concerns. One standout example is Project Maven for the Department of Defense (DoD). In 2017, the DoD faced an overwhelming volume of drone data far beyond the capacity of human analysts to review. Our team deployed AI to analyze drone footage. We not only helped solve the immediate problem, but we also laid the groundwork for expanding AI applications across dozens of data types and sensors. We shared more on Project Maven during our investor day ([replay](#)).

**Q: What differentiates ASGN from other large IT services or consulting companies, and why do customers choose you over competitors?**

**Kim:** Simply put, clients turn to ASGN for our expertise, quickly assembling custom teams that fit their specific IT or digital engineering needs. We offer the broad capabilities you'd expect from a big consulting firm, but with the speed and flexibility of a nimble startup. Over the years, ASGN has built strong, trusted relationships with over 70% of the Fortune 1000 and key federal agencies in defense, intelligence, and national security. We get to know our clients' IT strategies and industry-specific needs inside and out. Thanks to our flexible workforce model, which taps into a talent pool of over 20 million professionals (instead of maintaining a huge, fixed bench), we're able to bring in exactly the right experts with the latest IT skills for each project. In addition, our delivery approach, which spans onshore, nearshore, and offshore resources, offers the reach, agility, and price points our clients need. We focus on six core solutions where we consistently deliver real value and demonstrate deep industry qualifications.

**Q: The company recently announced plans to rebrand from ASGN to Everforth. What are you most excited about in the transition?**

**Kim:** I had the privilege of being part of the team that led the rebranding initiative at ASGN, and announcing our transition to Everforth at the NYSE during our recent investor day was truly a highlight. This rebrand is far more than updating our name and visual identity. It's a chance to unify all our brands under one umbrella, amplifying the value and impact we deliver to our customers, investors, and employees. For the first time, our investor brand will also become a customer-facing brand, marking a significant milestone in our Company's history. The move to Everforth will unfold gradually as we build recognition and strength for our parent brand. I'm genuinely proud that investor relations has played such an integral role in shaping this process. If you are interested, check out our new [brand sizzle reel](#)!

**Q: How do macroeconomic factors like inflation, corporate budgets, interest rates, or recession risk influence demand for IT services?**

**Kim:** ASGN's business is driven by IT spending (corporate IT budgets), and business confidence. It is also indirectly impacted by inflation and interest rates. Looking at previous inflationary periods, IT services companies witnessed customers tightening their budgets in anticipation of an economic downturn. We then saw a pullback in discretionary, cyclical services such as IT staffing, creative digital marketing, and permanent placement. Anticipating these changes, over the past six years, ASGN has been proactively shifting its business toward high-end, higher-margin IT consulting, which is less cyclical, has longer visibility, and a larger addressable market. We have seen the success of this evolution in the growth of our commercial consulting revenues and in the stability of our margins even during a market downturn. Ultimately, despite macro conditions, commercial and government entities must advance their IT strategies to stay competitive, especially in an AI-driven world. Demand for IT services will continue, and AI will be a tailwind for years to come.

**Q: Your story with NIRI is exceptionally unique and impressive. You were part of the inaugural class of NIRI's "40 under 40" in investor relations in the country, served as President of the Los Angeles Chapter, and now serve as a Director on the Board of NIRI National. How did you balance your full-time job with NIRI, and what advice can you give to rising IR professionals interested in getting more involved with NIRI?**

**Kim:** Balancing a full-time career and family, especially with two young children, can feel overwhelming. Yet, when you have an opportunity to participate or volunteer in something meaningful to your development, it deserves the same commitment and intention you give to your full-time job. In the case of NIRI, I recommend IR professionals interested in getting more involved in the organization dedicate time on their calendar to participating in local or virtual events each quarter, to sign up to be a mentee and meet with more experienced IROs, and to invest in your knowledge by joining webinars to learn best practices, just as you would for any aspect of your job. Time management is the hallmark of an effective investor relations officer. Harness these skills intentionally, and you'll find that achieving balance is possible and participating in NIRI is a very valuable experience.

**Q: When the IR hat comes off, how do you spend your time, and what passions or activities outside work help you recharge?**

**Kim:** When I'm not busy crafting scripts or speaking with investors, you'll find me chasing finish lines across California. I moved to Los Angeles from New Jersey nearly 17 years ago and, in an attempt to make friends in my new city, I joined a local running team. Saturday morning gatherings became rituals, and over the years, I've developed into a passionate runner who recently completed my 22nd half-marathon. Nearly every weekend, I'm lacing up my shoes and striving for my next personal record. Running isn't just a hobby; it's my identity, my ultimate recharge, and sometimes I do my best brainstorming during a challenging ten-mile training run. As much as I champion my company as an IRO, my family champions me as a runner, and having their support makes a running career alongside being a mom and an IRO possible. I like to think my humor also comes through at each of my races. For instance, my two sons can always be spotted at the finish line sporting their favorite t-shirts that say, "My mom is faster than your mom!" As I look to 2026, I don't intend to slow down, literally or figuratively. My 23rd half-marathon is slated for this February. I was a NIRI 40 under 40, so now my goal is 50 half marathons under 50. Maybe NIRI can consider an inaugural runner IRO class!

*Note: The views expressed are solely those of the interviewee and not of the company(s) they represent.*





# Upcoming Events



## NIRI NY Northeast Regional Conference

Date: Tuesday, March 24th, 2026

Location: Jay Bryant Park - 109 W 39th St, NYC



[Mark your calendar](#)

### Up Next...

#### The Global Investor Relations Revolution: A conversation with seasoned IROs

in collaboration with Broome Yasar and Computershare Georgeson

Date: Tuesday, January 27th

Time: 6:30 - 8:30 p.m. ET

Location: Computershare, 51 W 52nd St  
(Entrance on 53rd between 5th and 6th)

- ✓ An insightful and dynamic conversation on the future of global investor relations, led by Oscar Yasar, Author of [The Global Investor Relations Revolution](#).

##### Panelists:

- Tiffany Willis - (Recently Fmr.) Head of IR, Starbucks
- Carolynne Borders - Chief IR Officer, GE Healthcare
- Laura Kiernan - Head of IR, Clear Channel (Fmr. of Rivel)
- Aaron Bertinetti - CEO, Investor Engagement, North America, Computershare

[I want in!](#)

## NIRI NY Holiday Party Recap



One of the most anticipated and best-attended NIRI NY Chapter events of the year, the Holiday Party brought together long-time members, new members, and prospective members alike. Q4, Inc., the event's exclusive sponsor, curated a warm and welcoming atmosphere that set the tone for an evening of connection and celebration. From lively conversations to lighthearted photobooth moments, the party delivered no shortage of laughs.

During the program, Nichole Saland, NIRI NY President, and Christopher Allen, VP of Marketing at Q4, shared remarks acknowledging the resilience of the NIRI NY community amid a challenging year, expressing gratitude to our partners and sponsors for their continued support, and recognizing the NIRI NY Board of Directors for their ongoing dedication and leadership.

Thank you to our partner  for sponsoring this event.



Have an idea for an impactful event?

Contact [programs@niriny.org](mailto:programs@niriny.org) to suggest a topic or partner with us.



[www.niriny.org](http://www.niriny.org)



[niri-new-york-chapter](https://www.linkedin.com/company/niri-new-york-chapter)



Stay Tuned - More Information on Our Next Events Coming Soon!



## The NIRI NY NextGen Speed Mentoring event is scheduled for March!

**NextGen's Speed Mentoring Event** is a fun, engaging, and insightful opportunity to ask questions and learn from multiple experienced professionals in the IR industry, all in one night!

We partner with a variety of Mentees, ranging from in-house and agency IR to corporate access and equity research, for a 360-view on the Investor Relations field. Registration details coming soon.



## At NIRI NextGen, there's always more to look forward to...

- Social meet-ups and networking opportunities with peers at a similar career level
- Educational events like discussion panels, speed mentoring, and company presentations, featuring experienced IROs
- Facilitated access to a host of activities organized by NIRI National and NIRI NY Chapter
- A pressure-free community where no question is too basic and everyone is open to help



Company presentations



Speed Mentoring



Discussion Panels

## Join Today!

If you are interested or know someone who could benefit from the NextGen Program, please contact the team at [nirnextgen@niriny.org](mailto:nirnextgen@niriny.org).

## Who should get involved?

- ✓ New professionals exploring a career in IR
- ✓ IR Professionals newer to the workforce
- ✓ Have been in IR for five years or less