

NIRI NY Holiday Party 2025

Tuesday, Dec 9th



The Cornell Club
6 E 44th St, New York City



[Register Now](#)

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Join us for the NIRI NY 2025 Holiday Party!

The NIRI NY 2025 Holiday Party is fast approaching! Please join your fellow NIRI New York members for an evening of celebration, connection, and cheer. Let's toast to the year's accomplishments and enjoy a fun night together! For a sneak peek at what we're preparing for this exciting night, [READ MORE](#)



A shout out to our new members!

This month, we welcome 7 new members to our community from a variety of industries. Join us in welcoming our [new members](#) and connect with them at our next event.



Guest Spotlight

We had an inspiring conversation with [Chanda Brashears, SVP of Investor Relations, Public Relations, and Corporate Communications](#) at Cinemark (NYSE: CNK), about why movie theaters continue to thrive despite economic ups and downs, industry challenges, and shifts in how we watch films. She also reveals the movie she's most excited to see on the big screen this holiday season and shares why her work with a Texas charity supporting children with special needs is so close to her heart. [READ IN FULL.](#)



Letter from the President



Ready for year-end planning? Budget decisions, Refining Narratives, and Disclosure Strategy are key focus areas

Season's Greetings, NIRI NY Members!

The week of Thanksgiving is truly one of my favorite times of the year. It's when families and friends across the country make a special, intentional effort to reunite, celebrate their bonds, and share gratitude for one another. To our many members traveling out of town to be with loved ones, I sincerely hope your journeys are safe and smooth, now that airlines have largely restored operations.

I would like to take a moment to confirm that [RSVPs are now open](#) for the [NIRI NY 2025 Holiday Party](#) on December 9th. This is more than just a celebratory event featuring a lively DJ, fun photo booth, champagne toast, etc.; it's our most valuable in-person, off-the-record networking opportunity of the year. I look forward to personally greeting our new and existing members and toasting our community's achievements, made possible in part by the generous support of our sponsor, [Q4 Inc.](#) Do make a special effort to join us for this festive evening and have a joyful time together as you prepare to lead your companies into 2026. **NIRI NY members should have received invites with member pricing. Please reach out to admin@niriny.org if you do not have the member registration link.**

IR Practice and Industry Focus

While the macro landscape continues to evolve, heading into year-end, our focus sharpens on the essential work of the Investor Relations function. This is the moment for IR teams to transition from the execution of quarterly earnings to strategic planning for the year ahead. Here are some of the key focus areas:

2026 Strategic Planning for Year-End Preparation

- **Refining Your Narrative:** As companies finalize their 2026 outlook, IR teams need to ensure the investment thesis is clearly articulated and ready for the next proxy season and roadshow cycle.
- **The Power of Perception Studies:** With the 2026 budget underway, now is an excellent opportunity to greenlight a perception study. Understanding how the market views your company beyond the stock price is invaluable for informing your engagement and disclosure strategy for the coming year.
- **Maximizing Non-Deal Roadshows:** As travel stabilizes, the focus shifts to maximizing the impact of your investor access. Are you targeting institutional investors that align with your long-term shareholder base goals?

Regulatory & Disclosure Landscape

- **Focus on Non-GAAP Metrics:** With the SEC continuing its scrutiny, especially in comment letters, IR professionals must ensure non-GAAP disclosures are clearly presented, equally prominent to GAAP, and consistent across all communications.
- **The Rise of Digital IR:** The shift away from printed materials continues. We are seeing a greater emphasis on using digital platforms for real-time, comprehensive, and accessible disclosure; a critical part of maintaining RegFD compliance.
- **SEC Rulemaking:** Keep a close eye on the calendar for final votes on major proposals, including those related to reporting cadence (such as potential changes to quarterly deadlines), climate-related disclosures, and shareholder-voting processes, all of which will require immediate attention in your 2026 proxy preparations.



Member Spotlight

Our member base continues to grow, and we want to keep shining a spotlight on new and existing members by highlighting their careers, passions, and achievements. If you'd like to share your story or know a member whose journey would inspire our community, please reach out to our team at communications@niriny.org.

Guest Spotlight

We had an inspiring conversation with [Chanda Brashears, SVP of Investor Relations, Public Relations, and Corporate Communications](#) at Cinemark ([NYSE: CNK](#)), about why movie theaters continue to thrive despite economic ups and downs, industry challenges, and shifts in how we watch films. She also reveals the movie she's most excited to see on the big screen this holiday season and shares why her work with a Texas charity supporting children with special needs is so close to her heart. [Read the full interview on page 6.](#)

What's Ahead for NIRI NY

We continue to advance plans for our marquee event, the inaugural **NIRI New York Northeast Regional Conference, taking place on March 24, 2026, right here in New York City.** Expect a high-impact agenda designed to go beyond panels, featuring interactive sessions, real-world case studies, and networking opportunities with industry leaders from across the country. [Save the date!](#)

We remain committed to equipping you with insights, perspective, and community to navigate this evolving landscape. As always, we welcome your feedback — our members — on how to make NIRI NY Minute even more relevant, provocative, and useful.

Thank you for your continued engagement with NIRI NY. I look forward to seeing many of you at our upcoming events and to 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



Welcome New Members!



Please join us as we celebrate our new members!

“New Members: your diverse experience and varied industry expertise are a strong addition to our community. Thank you for choosing the NIRI NY Chapter!”

- Nichole Saland, President

Kathleen de Leon Director, Investor Relations & Financial Reporting

Dymah Paige CFO advisor

Vilas Abraham Senior Vice President

Lauren Kreinik Vice President

Alex Loughnane Associate Vice President

Leigh Root Investor Relations Analyst

Ben Silver Senior Associate

Biju Perincheril Equity Analyst

Cotiviti

Gartner, Inc.

Prosek Partners

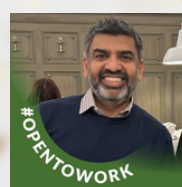
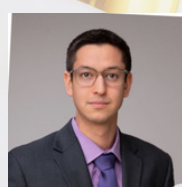
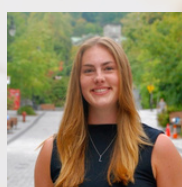
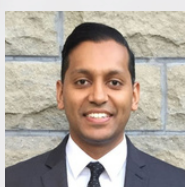
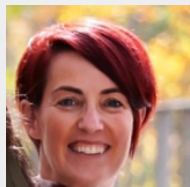
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In transition



NEW MEMBERS SNAPSHOT

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Chapter Benefits

Getting Involved



www.niriny.org



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

Member Spotlight

Want to share your story or know a member whose journey would inspire our community?



Be the next member featured in this section! Contact our team at communications@niriny.org and let us shine a light on your career journey.

Why be featured in the Member Spotlight?



- **Not all career paths are created equal.** Your story and unique work experiences can inspire others, broaden perspectives, and spark meaningful conversations within our community.



- **Grow and strengthen your network.** Featured members connect with more new colleagues, uncover more opportunities, and find fresh ways to stay involved.



- **Share your passions outside of work.** Being in the spotlight isn't just about your career-- it's a chance to showcase hobbies and interests like travel, sports, music, family activities, and more. We value building a community where we truly get to know one another.



- **Inspire the next generation.** By sharing your experiences, lessons learned, and career insights, you can motivate and guide emerging professionals, helping them navigate their own paths with more confidence.

Korn Ferry is a global consulting firm that powers performance.



We unlock the potential in your people and unleash transformation across your business - synchronizing strategy, operations, and talent to accelerate performance, fuel growth, and inspire a legacy of change. That's why the world's most forward-thinking companies across every major industry turn to us—for a shared commitment to lasting impact and the bold ambition to Be More Than.

Korn Ferry's Core Capabilities

Korn Ferry brings together five interconnected capabilities that align people, teams, and organizations to maximize cultural and strategic impact.

- 1. Organization Strategy** We translate business strategy into talent strategy—designing operating models and organizational structures that enable companies to execute their plans effectively.
- 2. Assessment & Succession** We help organizations understand the talent they have versus the talent they need, identifying gaps and building succession pipelines to ensure long-term strength.
- 3. Talent Acquisition** From executive search and interim placements to full recruitment process outsourcing, we support organizations in attracting and retaining the right people across all levels and functions.
- 4. Leadership & Professional Development** We develop leaders throughout every stage of their career journey, offering scalable, high-tech and high-touch learning experiences that strengthen leadership capability across the organization.
- 5. Total Rewards** We design comprehensive reward solutions that align employee compensation, benefits, and recognition with business strategy and people needs.

Below is a snapshot of Korn Ferry's latest insights shaping the future of talent, rewards, and workforce strategy.

TALENT ACQUISITION TRENDS

Korn Ferry's Talent Acquisition Trends 2026 report reveals how Human-AI collaboration, evolving workforce expectations, and new strategic priorities are redefining the hiring landscape. Drawing on insights from nearly 1,700 talent leaders and 230 Korn Ferry experts, it uncovers the rise of autonomous AI agents, the growing premium on critical thinking over technical skills, and a widening leadership pipeline gap due to cuts in early-career roles.

[Click here for the report](#)

PAY TRANSPARENCY

As global legislation accelerates and employees demand more openness, pay transparency is becoming a critical business priority. Korn Ferry's research shows that while few organizations have fully implemented transparent pay practices, most acknowledge the need to act as expectations and regulations rise. Korn Ferry can provide practical frameworks and global trends to help organizations navigate and lead this shift with clarity and confidence.

[Click here for the report](#)

TOTAL REWARDS

Korn Ferry's forthcoming Global Total Rewards Pulse Survey will offer comprehensive insights into how organizations are evolving executive compensation to support long-term business objectives. This explores benchmarking trends, pay-setting approaches, incentive design, governance, and broader business outlooks. This enables organizations to benchmark against global standards, anticipate emerging practices, and make informed decisions that strengthen engagement and retention.

[Click here for the report](#)

For more information contact

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The Big Screen Isn't Going Anywhere: The Theater Experience Remains Irreplaceable, Even in a Digital-first World



Chanda Brashears, SVP of Investor Relations, Public Relations, and Corporate Communications at Cinemark

Q: Over the years, the movie theater industry has endured multiple recessions, financial crises, the COVID pandemic, and even the recent Hollywood strike, often still posting box-office growth. What do you think drives this resilience, and how can theaters continue to weather these “storms” in the future?

Chanda: Theatrical exhibition has proven remarkably resilient by delivering shared, premium out-of-home entertainment experiences that offer escapism and value - even during economic downturns, as evidenced by North American box office growth in six of the last eight recessions. Looking ahead, resilience will depend on strategic adaptability, experience differentiation, and targeted investments to maintain and enhance the theatrical moviegoing experience.

Q: In this digital-first era where AI, streaming platforms, and the abundance of online content are reshaping the entertainment landscape, how do movie theaters stay relevant and competitive?

Chanda: Streaming and theatrical are actually complementary to one another, as theatrical titles drive more interest and engagement on streaming platforms. Research shows that the most frequent moviegoers continue to be the most active streamers, creating a virtuous cycle that benefits both. Movie theaters offer an irreplaceable experience - immersive sound, larger-than-life visuals, and the shared emotions of laughing, crying, or gasping together in a darkened auditorium. As an industry, we must continue to lean into innovation, elevated experiences, curated content that resonates with diverse audiences, and personalized engagement.

Q: Admissions and box-office volume remain below pre-pandemic levels, and some industry specialists forecast a full rebound may not occur until 2029. How do you view this challenge, and what strategies do you think will be most important for theaters to navigate this recovery period?

Chanda: There are certainly varied forecasts on when admissions and box office will return to pre-pandemic levels, and many evolving factors make projections fluid. What's encouraging is that the industry has proven resilient and continues to deliver strong results in today's environment. Looking ahead, a consistent cadence of wide-release films with broad consumer appeal is critical to sustaining momentum. At the same time, we need to focus on areas within our control - evolving operating models, enhancing the theatrical experience, and leveraging data-driven insights.

Q: In the current landscape, which types of capital investments are delivering the highest long-term value for companies and investors?

Chanda: The most impactful investments are those that truly differentiate the moviegoing experience and deepen consumer connection. By prioritizing cutting-edge technology, enhanced amenities, expanded food and beverage offerings, and innovative formats like family entertainment centers, the industry can meet evolving consumer expectations and unlock new growth opportunities.

Q: Cinemark has built a strong presence in Latin America through a mix of strategic acquisitions, differentiated offerings, and cultural and regional adaptation. In today's market, is this still the formula for growing a global footprint, or have other factors become critical to success?

Chanda: Cinemark has been in Latin America for over 30 years and was the first to introduce a modern theater experience in the region. Today, we operate in 13 countries with 20-40% market share in key markets, and we remain very optimistic about the long-term prospects and fundamentals there. Latin America continues to be a strong moviegoing culture, and the diversification it provides strengthens our overall business, increases scale, and enhances our strategic importance with global partners. Going forward, success will rely on cultural adaptation, leveraging data insights and technology, and maintaining the adaptability and nimbleness needed to meet evolving consumer expectations.

Q: In our prep call, you mentioned you're particularly excited about the movie *Wicked: For Good*. What makes this film stand out for you, and what do you think it'll bring to the theater-going experience that audiences can't get at home?

Chanda: *Wicked: For Good* is such an exciting release because it's more than a movie - it's a cultural event. The story and music have an amazing legacy, and bringing that to the big screen creates an experience that simply can't be replicated at home. The scale of the visuals, the immersive sound, and the energy of sharing those iconic moments with an audience make it feel magical. Films like this remind us why theaters matter - they turn storytelling into a shared celebration.

Q: Looking ahead to the slate of films releasing from Thanksgiving through year-end, how do you evaluate the box-office potential? Are there trends or types of content you see driving strong attendance this holiday season?

Chanda: The holiday season is traditionally one of the strongest periods for theaters, and this year's slate is one of the most compelling we've seen in years. It features a dynamic mix of major franchise titles, family-friendly films, and event-style releases that offer something for everyone. Moviegoing is a beloved holiday tradition for so many, offering an immersive, larger-than-life experience that brings families and friends together.

Q: Looking at your 13-year tenure at Cinemark, what has made your journey with the company fun and exciting, besides the free movies? :)

Chanda: While the free movies are a remarkable perk, it's been incredible to witness the evolution in the industry and the innovation within Cinemark over the years. I've had the privilege of working alongside amazing, talented people who inspire me every day... And who doesn't love talking about movies for a living? It's a unique blend of creativity, strategy, and passion that makes this role so rewarding.

Q: You oversee a three-pronged role as Head of Investor Relations, Public Relations, and Corporate Communications. What is your formula for excelling across these responsibilities, and how do you balance the priorities of each function?

Chanda: The ability to consider varying perspectives is critical to success - understanding how audiences will interpret information and anticipating their questions. Investors, media, and employees all have unique viewpoints, so it's about crafting messages that resonate while remaining consistent. Strategic prioritization and disciplined time management are essential, but the real key is collaborating with our extraordinary team to ensure we deliver clarity, alignment, and impact across all three functions.

Q: You also hold leadership roles outside of Cinemark, including serving on the board of Variety - The Children's Charity of Texas, which supports children with special needs. Why is this cause so meaningful to you, and what role do you play in advancing the organization's mission?

Chanda: Variety is a cause close to Cinemark and to me personally. As one of our industry's key charities, it has always been important, but now it's deeply personal as my daughter has cerebral palsy. On the board, I focus on governance and strategy to ensure resources reach families where they make the greatest daily impact - funding essential equipment, therapies, and supports that expand access and independence. I also lead Cinemark's events team, overseeing our annual Charity Classic, which raises funds for Variety and other organizations aligned with our core philanthropic pillars.

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](#)

SRT 2025 Annual Meeting

Date: December 3-5

Location: San Antonio, TX

- ✓ If you are a senior-level IR practitioner with 10+ years of IR experience, join the group of NIRI's most experienced IR practitioners in a valued network for peer learning, sharing best practices, and strategic, senior-level education.

[I want in!](#)

NIRI NY Holiday Party 2025

Date: Tuesday, December 9th

Time: 5:30 - 8:30 p.m. ET

Location: The Cornell Club - 6 E 44th St, NYC

- ✓ As the holiday season approaches, we invite you to join your fellow NIRI New York members for an evening of celebration, connection, and cheer. Let's toast to the year's accomplishments and enjoy a joyful night together!

[I want in!](#)



NIRI NY members should have received invites with member pricing. Please reach out to admin@niriny.org if you do not have the member registration link.

NIRI Virtual Presents: Award-winning IR: Learn From The Best

Date: Wednesday, December 10th

Time: 12:00 - 1:00 p.m. ET

Location: Virtual

- ✓ Hear from award-winning Rebecca Gardy of Campbell's and Stephanie Wissink of Walmart on best practices they have implemented, case studies on program evolution, annual IR planning, and lessons learned.

[I want in!](#)



NIRI NY Members get free access to NIRI Virtual Programming: Select NIRI Virtual Chapter Partner Program Member when registering.

Have an idea for an impactful event?
Contact programs@niriny.org to suggest a topic or partner with us.



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



The NIRI NY NextGen team is working diligently on two events:

- ✓ **Winter Event** - a powerful combo of panel discussion and social engagement, typically featuring a cocktail reception, followed by a conversation with experienced practitioners.
- ✓ **Speed Mentoring** - a fun, engaging, and insightful opportunity to ask questions and learn from experienced professionals in the IR industry.



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



Join Today!

If you are interested or know someone who could benefit from the NextGen Program, please contact Cassandra Wade at Cassandra.wade@kornferry.com

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