



The Globalization of Investor Relations

NEW YORK--([BUSINESS WIRE](#))--The New York Chapter of the National Investor Relations Institute ([NIRI-NY](#)) will hold a practical discussion this Tuesday on "The Globalization of Investor Relations."

NIRI-NY has put together a panel of IROs from leading multinational companies that practice investor relations in different regions. These experts will discuss the best practices they use to target and meet with investors in those regions, as well as the individual differences among markets that IROs should be aware of in reaching out to global markets.

Michael Becker, President of NIRI-NY and Senior Vice President, Financial Product Strategy of Business Wire, said, "The capital markets are more global than ever before and foreign investors will play an increasingly important role for U.S.-based investor relations officers. Therefore, we are honored to host a panel of experts who will share their valuable global and regional insights."

The panel discussion is scheduled for Tuesday, September 21, 2010 at 6:00 pm. The expert panel will feature:

- **Maher Al-Haffar, Managing Director of Corporate Finance, CEMEX S.A.B. de C.V.** Mr. Al-Haffar has been with CEMEX for ten years. Prior to his current position he was an investment banker at Citicorp and Banco Santander where CEMEX was one of his important relationships.
- **Curtis Schenck, Manager, Corporate Communications, NTT DOCOMO USA.** As the "point man" in outreach to English-speaking investors, Mr. Schenck spearheads the North American investor relations activities for NTT DOCOMO, INC. During his 22 plus years in IR, Mr. Schenck worked on both the corporate and agency sides in the U.S. as well as in Japan.
- **Suzanne Rice, Director and Senior Investor Relations Officer, Deutsche Bank AG.** Ms. Rice has held her current position for eight years. She designed and initiated Deutsche Bank's Fixed Income investor relations effort, and is currently responsible for covering all fixed income investors, Americas-based equity investors, rating agency coverage of U.S. subsidiaries, and US sell-side analyst relationships.
- **Eleanor Powell, Executive Director, Investor Relations, Estée Lauder Companies Inc.** Ms. Powell joined the company in 2000 and is responsible for the development and execution of the investor relations strategy for the Company. Ms. Powell started her investor relations career at Duracell International Inc. following the company's 1991 IPO until it was acquired by Gillette in 1996. She subsequently spent three years as Vice President of Investor Relations at Coty Inc. Ms. Powell serves on the board of NIRI-NY.
- Moderator: **Sam Levenson, Senior Vice President, Investor Relations, Sony Corporation of America.** Mr. Levenson joined Sony Corporation of America in 2006 as senior vice president, Investor Relations where he is responsible for investor relations in North America for Japan based Sony Corporation. Sony's US IR team was nominated by IR Magazine for "Best IR by an Asia-Pacific Company" each year from 2007 to 2009 and received the award in 2009. From October 1998 to September 2006 Mr. Levenson was senior vice president, Corporate and Investor Relations for Cendant Corporation where he had responsibility for all of the Company's Corporate Communications and Investor Relations, as well as Global Security and Business Continuity. Over the course of his career, Mr. Levenson has been deeply involved with both NIRI and the Investor Relations Association (IRA). He served on the NIRI Board of Directors, as chair of its external affairs committee, as chair of its Senior Roundtable and as an officer and director in its Boston and Fairfield/Westchester Chapters.

Sponsored by NYSE Euronext and Deutsche Bank, the panel discussion will take place at NYSE Euronext at 11 Wall St. (entrance on Broad St.). Registration and networking begins at 5:30 pm, with the program beginning promptly at 6:00 pm. A networking reception will follow at 7:00 pm. (For security purposes, registrations must be received in advance by emailing cleanlists@mindspring.com).

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ABOUT NIRI-NY

NIRI-NY, the founding chapter of the National Investor Relations Institute (NIRI), is also its largest with over 550 members. Founded in 1969, NIRI is a professional association of corporate officers and investor relations consultants responsible for communication among corporate management, the investing public and the financial community. NIRI members represent the majority of the largest publicly held corporations in the U.S. as well as many small and mid-sized companies. With over 4,300 members in 35 chapters around the country, NIRI sets the highest standards in education to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. For more information, visit www.niriny.org.