

## **Moira Conlon, Principal**

Over her 20 year career, Moira has provided strategic counsel to managements, Boards and communications teams of over 100 public and private companies in a variety of industries, including business services, consumer, traditional and renewable energies, engineering & construction services, financial services, healthcare, technology, and telecom.

Moira has led numerous investor relations programs, assisting clients with valuation issues, corporate positioning and message development, earnings communication, investor presentations, guidance, disclosure, investor and analyst targeting, financial media outreach, analyst days, annual reports and board presentations.

Moira has advised numerous companies on transactions including initial public offerings, spin-offs, divestitures and mergers and acquisitions. She has also provided communications counsel to companies facing a wide variety of crises including significant earnings disappointments, options backdating, activist shareholders, employee lay-offs, management transitions and litigation.

Prior to founding Financial Profiles, Moira was a managing director at The Abernathy MacGregor Group, a leading financial PR firm specializing in transaction communications, crisis communications and investor relations. Previously, Moira was executive vice president of Financial Relations Board, where she directed the agency's West Coast investor relations practice.

Moira began her career as an investment banker at Merrill Lynch & Co., where she assisted banks and thrifts with equity, debt, money market and mortgage finance transactions.

Moira has a bachelor's degree from Georgetown University. She is a member of the National Investor Relations Institute. Moira is a judge for Ernst & Young's Greater Los Angeles Area Entrepreneur of the Year Program.