

Tony Rossi, CFA, Senior Vice President

Tony has over 12 years of experience in investor relations and financial communications. Over the course of his career, he has counseled numerous companies and boards on a wide variety of investor relations issues such as stock buybacks, acquisitions, dividend policies, insider selling, guidance, valuation and messaging and positioning. Tony has written hundreds of annual reports, corporate profiles and fact sheets, management presentations, conference call scripts, and press releases. He has worked with companies in diverse industry sectors, including financial services, technology, energy and health care.

Tony has been trained in cash flow return on investment (CFROI) valuation methodologies by Credit Suisse First Boston's Holt Advisor and the Applied Finance Group (AFG). These methodologies are utilized to help clients understand how the buy-side determines stock valuations and the key drivers that create or destroy shareholder value.

Prior to joining Financial Profiles, Tony was Senior Vice President at Financial Relations Board, where he was responsible for managing numerous investor relations programs. In this role, Tony provided strategic counsel, conducted research and analysis and drafted a wide array of communications materials for clients. Previously Tony was Director of Marketing at Pacific Visions Communications, a national public relations firm. In this position, he managed all new business development efforts and developed marketing collateral, direct mail and presentation materials.

Tony is a holder of the Chartered Financial Analyst (CFA) designation. Tony is a graduate of the University of California, Los Angeles and has a bachelor's degree in English.