

## **JOB DESCRIPTION**

**Role**                    **Director, Investor Relations**

**Reports To**        **Chief Executive Officer**

**Summary Of Duties**        Reporting to the CEO, the Director, Investor Relations for Critical Outcome Technologies Inc. (COTI) is responsible for developing and executing a global Investor Relations program to achieve Company objectives.

The Director, Investor Relations helps attract an optimal mix of shareholders to support the fair market value of COTI's stock through a multi-faceted, integrated Investor Relations program. This role serves as a professional and informed conduit between the Company and external constituents, including present and prospective shareholders, industry associations, government bodies, equity analysts, portfolio managers, individual investors, debt-rating agencies, etc.

The Director, Investor Relations is the primary contact for the investment community and thus educates and updates the investment community on COTI's progress and opportunities with a focus on building a broad and appropriately mixed investor base using a variety of tools including performance releases, investment presentations, annual and/or quarterly reports, blog postings, website communications and all other investor broadcasts and messages. The Director, Investor Relations also assesses the various stakeholder perceptions of COTI and communicates those perceptions to the executive team.

### **Core Duties\***

- Develop and execute a strategic Investor Relations program and communication strategy including the development of key messages tailored for various stakeholder groups, in alignment with Company goals and public profile.
- Determine an optimal type / mix of shareholders, and develop targeted investor relations plan to ensure key messages, operational performance, Company strategies, etc. reach targeted investor segments in a timely and compelling manner.
  - Identify, target and pursue an optimum blend of investors. Conduct due diligence to ensure compliance and eligibility of such investors.
  - Manage the investor relations database including insight into ownership positions and the key influencers

- Incorporate messages into key collateral materials including presentations, press releases, conference calls, the website, social media and other resources
- Organize and participate in investor conferences, teleconference calls, Company-sponsored meetings and one-on-one meetings as appropriate in implementing IR program strategy
- Initiate and manage relationships with public media and suppliers of editorial materials as engaged by the Company in executing the IR program
- Prepare, and support other team members in the preparation of, press releases and maintain the Company press release events plan in conjunction with the IR program strategy
- Develop, maintain and update COTI's Investor Relations section of the corporate website
- Educate and inform the investment community so they develop an appropriate perspective on the Company
- Understand and effectively communicate COTI's strategic and operational performance
- Evaluate the effectiveness of the Investor Relations strategy and evolve it as appropriate.
- Assist with the preparation of major required disclosure documents such as the Annual Information Form, Management's Discussion and Analysis (MD&A), Information Circulars, etc. to present the Company in a consistent and positive manner in accordance with the IR program strategy.
- Monitor, track and report investor perceptions regarding operational results, strategies and corporate objectives.
- Forge and nurture strong relationships with existing and potential investors, analysts and key stakeholders
  - Serve as ambassador to the investor community by establishing strong ties and maintaining ongoing communication.
  - Understand and anticipate the potential impact of COTI's performance and disclosures on its business valuation among the investor community; develop communications strategies to support a fair market valuation.
  - Conduct research and stay current with changes in the market and industry trends, as well as Company stock performance in relation to various comparator companies, indices and exchanges.

**Required  
Skills and  
Attributes**

<b>Skills and Experience</b>	<b>Attributes</b>
<ul style="list-style-type: none"> <li>- Post-Secondary education in Life Sciences and/or Business with an emphasis on Investor Relations, Communications or Marketing (MBA preferred).</li> <li>- Minimum of 7+ years direct experience in Investor Relations role, in increasingly senior positions</li> <li>- International Investor Relations experience ideal</li> <li>- A portfolio of active contacts in the Life Sciences and Bio-Technology investment communities desired</li> <li>- Solid understanding of public entity regulatory environment</li> <li>- Proven track record of developing a strong institutional investor base</li> <li>- Proficiency with Microsoft Office applications</li> <li>- Willingness and ability to travel</li> </ul>	<ul style="list-style-type: none"> <li>- Critical / analytical thinker</li> <li>- Strong leadership and interpersonal skills</li> <li>- Excellent relationship building capabilities with the investor community</li> <li>- Strong problem solving ability</li> <li>- Superior research and analysis skills</li> <li>- Collaborative – integrates information across the organization</li> <li>- Strong work ethic</li> <li>- Superior written and oral communication skills</li> <li>- Demonstrated business maturity in internal and external dealings</li> <li>- Detail orientation to ensure accuracy and correctness</li> </ul>

**\*Note:**

*The “Core Duties” is a summary of the duties that are essential to this role and is not an exhaustive list. Critical Outcome Technologies Inc. reserves the right to add or amend duties as necessary.*