

## **SENIOR DIRECTOR or VICE PRESIDENT, INVESTOR RELATIONS** **OPPORTUNITY**

### **ABOUT SERNOVA**

Sernova is a well-funded London, Ontario based publicly traded, clinical stage biotechnology company focused on innovative science & technologies in the field of regenerative medicine. We are developing a cell therapy platform & technologies, including an implantable medical device & immunoprotected therapeutic cells, for the treatment of chronic diseases (such as diabetes, hemophilia & thyroid disease) that have the potential of significantly improving the quality of life for millions of people worldwide.

2021 marks the 100th year anniversary of the discovery of insulin - also in London, Ontario. We are passionately focused on breaking through the current disease management approach, i.e. treating the symptoms not addressing the cause, by developing a 'functional cure'. The most advanced patient in our current type 1 diabetes (T1D) US Phase I/II clinical trial has been insulin independent (not needing to take any insulin & therefore 'functionally cured') for over 18 months with our therapy – a world first we believe.

Sernova is accelerating its growth plans & looking to complement & build out our team with experienced, skilled & inspired people that want to make an impact & help us introduce our innovative & breakthrough technologies to the world.

### **OPPORTUNITY DESCRIPTION**

The company's Senior Director or VP, Investor Relations will be responsible for ensuring the company is appropriately & strategically positioned with analysts, investors, media, & all other relevant stakeholders globally. This role will support management in developing the overall investor relations (IR) & corporate communications strategy & will be responsible for its execution. This individual will serve as one of the primary contacts with the investor community, in conjunction with any external IR firms the company engages and reports to the President & CEO. This is an opportunity for the right individual to join a growing & dynamic company with a highly experienced & motivated team & be an integral part of its future evolution & success.

### **RESPONSIBILITIES**

Main responsibilities & duties include:

- Cultivate & build investor understanding & confidence in the company's vision & strategy for delivering shareholder value (phone, email, video, social media & in-person engagement)
- Conceptualize, develop & lead the execution of the company's overall IR & corporate communications strategy, including objectives, tactical plan & budget development
- Lead strategic communications development directed to the investment community (retail & institutional investors), related to corporate initiatives, product & research advancements, financial results or strategies & other disclosures

- Collaborate with leadership team to advance engagement with shareholders and develop long-term alignment of corporate, research & business development strategies with capital allocation
- Support or lead the design & implementation of a comprehensive corporate communications program, which addresses a broader group of stakeholders besides investors, including public relations, social media, physicians, governmental authorities
- Be a primary contact & resource to cultivate, establish & strengthen relationships with existing & new shareholders, analysts, media, bankers & public relations stakeholders
- Monitor trading in the company's shares & analyzes significant changes or trends, & provides insights & financial markets intelligence to the leadership team
- Proficiently manage interactions & communications with existing & potential shareholders and analysts; anticipate investor & analyst needs & interests & be responsive in providing information in compliance with company policies & securities regulations
- Conduct investor targeting to identify potential new investors (institutional, FHO / HNW or strategic) then engage with & cultivate relationship; maintain IR CRM & produce analytics
- Monitor, analyze & gather data from analyst & shareholder reports; investor & market sentiment; competitive intelligence & industry developments & provide insights to the leadership team
- Organize, plan, attend as needed & track company road shows, presentations, speaking engagements, banking conferences attendance & industry panel participation in collaboration with external IR agencies; drive post event actioning & follow up.
- Proactively seek opportunities to improve IR & corporate communications effectiveness & strive for continuous improvement of corporate messaging, materials & corporate website
- Lead or manage press releases, corporate presentations; investor meetings, road shows or conferences; Q&A or KOL sessions; annual or quarterly reporting; & conference call script processes & content development
- Manage company brand & image; & ensure consistent internal & external messaging
- Build & manage paid digital campaigns; enhance the company's online presence & profile
- Support financing & business development activities & transactions, corporate due diligence & share issuances
- Ensure that the extended IR team (internal & external parties) are aware & compliant with securities regulations, including appropriate meeting protocols & concerning selective disclosure
- Ad hoc analysis & reporting; other duties as required

## **EDUCATION & EXPERIENCE**

- Bachelor's degree required. Advanced degree (i.e. MBA, CFA) strongly preferred.
- 8+ years working in Investor Relations at a biotechnology / life science company or experience working in the health care / pharmaceutical / medtech industries
- Knowledge of Canadian public company requirements & disclosures required; US public markets experience a bonus

- A strong understanding of macroeconomics, capital markets trends, competitive intelligence, industry dynamics, & customer trends
- Ability to understand & effectively position scientific / clinical data, business activity, & financial information
- Strong financial & investment analysis skills with a thorough understanding of financial modeling
- Established biotech / life sciences investment community relationships & credibility
- Advanced proficiency in MS Office suite, Outlook, IR databases & social media platforms

#### **SOFT SKILLS & SUCCESS FACTORS**

- Highly articulate, creative, & persuasive communicator who can act as a thought partner to the CEO & CFO regarding complex financial transactions & strategies
- Strong planning, organizational, time & project management skills to prioritize & complete multiple assignments & coordinate workflow
- Able to effectively prioritize & execute multiple objectives under dynamic timelines
- Excellent communication & interpersonal skills with a high degree of professionalism & diplomacy to maintain good influential relationships with internal & external audiences; & the ability to craft clear, concise & engaging messages targeting a wide variety of audiences
- Strong work ethic, self-starter, & able to succeed in a fast paced & dynamic environment & must be able to anticipate needs, be proactive & exercise independent decision-making
- Proven team player in a goals & values-driven culture that supports & promotes operational excellence & sustainability
- Embraces new processes & technology adoption to increase efficiency & achieve new objectives
- Be accessible, responsive, & act with a sense of urgency
- A passionate desire to be part of a highly innovative company aimed at transforming the lives of people with serious diseases, their families & society

#### **COMPENSATION**

- Salary & other compensation elements commensurate with experience & abilities
- Eligibility for the Company's incentive Stock Option Plan
- Eligibility for the Company's performance bonus plan
- Comprehensive benefits package

#### **ROLE LOCATION: TBD**

#### **INTERESTED IN THIS OPPORTUNITY & MAKING AN IMPACT? ..... NEXT STEPS**

*If your skills, abilities, experience & passion align with the above & you want to make an impact, tell us how in a cover letter & submit along with a resume to [human.resources@sernova.com](mailto:human.resources@sernova.com). Please note, only those candidates moving to the next stage of our recruitment process will be contacted & follow-up emails are discouraged. We wish you the best in your opportunity search & career endeavours.*