

“Everything has to be consistent with the company’s message.”

Bio-economy Career Profile

Position: Manager of Investor Relations

Name: Karen Sparrow

Company: SemBioSys Genetics Inc.

Salary Range: \$70,000 to 120,000 per year

What I do:

This job has everything to do with the shareholders and maintaining an effective two-way flow of information between the company and the investment community. I manage the investor relations, communications and public relations for the company and, through implementation of the company’s strategies, I manage the company’s image with its shareholders and the financial community.

The unique aspect of investor relations is it’s varied and no two days are ever the same. It’s never boring. Lately, I spend a lot of my time updating corporate material, preparing press releases and redesigning the company’s website. In my position, I’m responsible for the annual reporting documents and the annual general meeting.

On top of that, I spend a lot of time organizing road shows for our executives. They’re out meeting with institutions, the public, and investors, trying to raise more investments; a lot of legwork goes into setting up the different investment meetings.

What education and skills do candidates need for this position?

There is no degree program in investor relations. Personally, I think it would be helpful to take the securities course. Also, you would want to have good writing skills, and an understanding of financial statements and financial terms.



There are a lot of different skills required for this job: financial, public relations, people, analytical, marketing and writing. You need to be able to multi-task efficiently. You have to be very organized to help your co-workers on the road – they rely on you for everything. You also require good presentation skills. More and more, investment-relations professionals are doing the presenting themselves. Finally, you need to be detail oriented, because everything has to be consistent with the company’s message.

What are the best parts of your job?

In this position, I deal with the founders of the company, our CEO and the CFO, so you’re working at the top level. This is really interesting because you have influence within the company. There are all different pieces of information coming in, and you have to figure out how you’re going to relay that message in terms of the best interests of the company.

I would advise people to try to get into the field, because it’s really interesting. The best part of my job is I’m never doing the same thing twice. If you like a fast-paced job, traveling, and never being sure what will happen next, this is the job for you.