

Private Equity  
International



# Investor Relations and Fundraising Forum San Diego 2024

## Maximize your fundraising potential



Attract and retain investors at the must-attend event for IR professionals.



Differentiate your firm and stand out in a competitive market.



Hear peer-to-peer guidance and LP perspectives in collaborative sessions.

# Investor Relations & Fundraising Forum San Diego 2024

September 25-26, 2024  
The Westin San Diego Bayview

## Keynote

Matthew Pedley, Sr. Managing Director, Head of Institutional Client Solutions in the Americas, Blackstone

## Speakers

Kathy Altenhoff, Vice President, Investor Relations  
Brian Anderson, Senior Conference Producer, Private Equity International  
Lawrence Aragon, West Coast Bureau Chief, PEI  
Nicole Beauregard, Principal, Private Wealth Marketing, Hamilton Lane  
James Brenner, Senior Investor Relations Professional, Triton Partners  
Thomas Buley, Founder and CEO, Sightglass  
Derek Bunting, Managing Director, Head of North America, Arcano Partners  
Richard Carpenter, CEO, Bladonmore  
Rushana Cypert, Vice President, Investor Relations, The CapStreet Group  
Andrew Darcovich, Head of Investor Relations and Business Development, Alpha Edison  
Nicole Vernese Dempster, Managing Director, IR & Product Development, Crow Holdings  
Jeremy Ebie, Founder and Managing Partner, Phoenix Infrastructure Group  
Bruce Emken, Head of Wealth Management, Pathway Wealth Management  
Heather Engel, Senior Vice President, Head of Investor Relations, Juxtapose  
Morgan Finnell, Director, Investor Relations, Evolution Capital Partners  
Dr. Aaron Funk, Principal, Reston Equity Group  
Wyatt Geiger, Principal, Pathway Capital Management  
Dana Goldstein, Managing Director, Head of Investor Relations, Anthos Capital  
Lauren Goodman, Vice President, Capital Formation Operations, Pennybacker Capital  
Lindsay Grider, Global Head of Fundraising and Investor Relations, LLCP  
Justin Guthrie, Chief Strategy Officer/Chief Financial Officer, Blueflame AI  
Amanda Heravi, Managing Director, Investor Relations & ESG, Avista Healthcare Partners  
Mac Hofeditz, Managing Director, Head of Marketing and Investor Relations, Vector Capital  
Lauren Hubbert, SVP, IR; Head of Investor Solutions, Brookfield Asset Management  
David Hunter, Managing Director and Head of Investor Relations, The Cynosure Group  
Ash Jaidev, Director, Investor Relations, Kohlberg & Company  
Kimberley Kasper, Chief Growth Officer, Strattam Capital  
Nancy Katz, Senior Director, Costanoa Ventures  
Mike Krems, Partner Portfolio Strategy, Aksia  
Sarah Kulka, Head of Marketing, Rockpoint  
David Martus, Managing Director, Investor Relations, GSSG Solar  
Emily Mason, Managing Director, Head of IR & Fundraising, Cornell Capital  
Stacey Leanos, Director of Investor Relations, ACME Capital  
Stephanie Lo, Director, Investor Relations & Marketing, Clairvest Group  
Taylor Long, Vice President, Capital Raising/Investor Relations, SoLA Impact  
Lindsay Mehta, Director, Investor Relations & Marketing, JMI Equity  
Jeff Mills Partner, Partner, Head of Investor Relations, Madrona  
Amy Nelson, Chief Strategy Officer, Rethink Capital Partners  
Michelle Klonsky Nemon, Vice President, Investor Relations, Varsity Healthcare Partners  
Camila Noordeloos, General Partner, Grand Ventures  
Michael O'Neill, Director, Fundraising, NewSpring



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Ravali Parsa, Director, Investor Relations, Aurora Capital  
Gingee Prince, Chief Impact Officer, Enhanced Capital  
Yoni Riemer, Managing Director, IR and Corporate Development, Peak Rock Capital  
David Robb, Managing Director, Frontier Group  
Kathleen Rochard, Vice President, Investor Relations and Marketing, Serent Capital  
Jessica Schmitt, Head of Investor Relations, Waud Capital Partners  
Katherine Schoen, Global Head of Investor Relations & Operations, Robert W. Baird & Co  
Antonia Schwartz, Head of Investor Relations, Lotus Partners  
Tessa Shakon, VP, Investor Relations, Ridgemont Equity Partners  
Charlotte Shropshire, Head of Investor Relations, Menlo Ventures  
Dean Shu, CEO and Co-founder, Arphie  
Amanda Stewart, Global Head of Investor Relations & Fundraising, Alvarez & Marsal Capital  
Jefferson Stone, Founder and Managing Partner, Barrel Rate Capital  
Betsy Sylvester, Managing Director, Head of Client Management, Castlelake  
Valery Talma, Managing Director - Investor Relations and Capital Formation, Jolt Capital  
Andie Taylor, Partner, Investor Relations, Andreessen Horowitz  
Thomas Terrats, CEO & Co-founder, Vessel  
Ruben Tinajero, Vice President, Fundraising and Investor Relations, Gryphon Investors  
Sarah Tomoloni, Partner, Head of Investor Relations, M13  
Katherine Vu, Head of Investor Relations, Glendon Capital Management  
Kenya Williams, Managing Director and Real Estate Product Specialist, Oaktree Capital  
Jemma Wolfe, Global Head of Commercial Strategy, Alternatives Capital Formation, Goldman Sachs

## Agenda

Day 1: September 25, 2024

8:00 Registration – continental breakfast

8:00 Pre-conference breakfast meetings

*These meetings will be more interactive than traditional panel discussions. They will start with a 15-minute panel discussion to set the stage and will be followed by a 30-minute interactive Q&A session between the panelists and audience members.*

### Expand your funding base internationally

- Weigh the pros, cons and how-tos of using placement agents
- Comply with nuanced regulatory challenges and rule sets
- How do you cover the globe, where do you show up and how often
- International marketing: what are the challenges of marketing a non-US fund to US investors

Moderator

Gingee Prince, Chief Impact Officer, Enhanced Capital

### Speed networking

In this session, participants will expand their network by meeting many peers. This session is ideal for junior-level IR leaders.



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## Panelists

- Ravali Parsa, Director, Investor Relations, Aurora Capital
- Andrew Darcovich, Head of Investor Relations and Business Development, Alpha Edison
- Mac Hofeditz, Managing Director, Head of Marketing and Investor Relations, Vector Capital

8:50

### Opening remarks

Brian Anderson, Senior Conference Producer, Private Equity International

### Chair's welcome

Jeff Mills Partner, Partner, Head of Investor Relations, Madrona

09:05

### Keynote fireside chat

#### Propel fundraising by aligning your funds and disparate investor types

- Hear current challenges of this fundraising era and about opportunities that exist today
- Pinpoint what types of investments work with various investor types
- Position your fund according to investor type and their interests
- Work with clients to determine which products are the most relevant for them
- Manage multiple strategies simultaneously
- Importance of timely and transparent communication

#### Moderator

Lawrence Aragon, West Coast Bureau Chief, PEI

#### Keynote

Matthew Pedley, Sr. Managing Director, Head of Institutional Client Solutions in the Americas, Blackstone

9:50

### What really matters to investors when you're fundraising

- What makes managers stand out during the vetting process
- Hear prioritization drivers of investors for choosing new managers
- Pain points in the documentations phase and negotiation
- What are the red flags and green light signals you're giving

#### Moderator



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Charlotte Shropshire, Head of Investor Relations, Menlo Ventures

#### Panelists

- Mike Krems, Partner Portfolio Strategy, Aksia
- David Robb, Managing Director, Frontier Group
- David Martus, Managing Director, Investor Relations, GSSG Solar

**10:40**      **Networking coffee break**

**11:10**      **Think tank sessions (GP only)**

*Join your peers for candid discussions in a closed-door setting, with no media, vendors, or service providers in the room.*

#### Think tank A

##### **Score with HNW investors: Addressing their needs and wants**

- Customize messaging and approach to HNW investor's needs and evolve your communications
- Is your firm and back office suited for individual investors including
  - Tailored platform and technology
  - Resources in place before they're needed
- Present the right information in the right way to educate HNWs
- Advantages of going after HNW investors directly or through RIAs

#### *Facilitators*

- Katie Schoen, Global Head of Investor Relations & Operations, Robert W. Baird & Co
- Bruce Emken, Head of Wealth Management, Pathway Wealth Management

#### Think tank B

##### **Paths to investors' doorsteps: Talk the talk and walk the walk**

- Different approaches that work for disparate channels
- What information should you know about investors as you develop your relationships
- Blocking and tackling best practices
- Hear examples of effective communications pre and post meetings

#### *Facilitators*

- Kathy Altenhoff, Vice President, Investor Relations

**12:00**      **Networking luncheon**

**1:00**      **Roundtable discussions**

*Roundtable discussions are 30-minute interactive, peer-driven conversations, facilitated by two industry leaders. Throughout the session, facilitators will rotate tables to ensure all delegates participate in each roundtable discussion.*



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## Brand awareness and integrity when fundraising

- Stand out in a competitive market
- Create and convey a consistent and transparent message
- What is your true north and how do you convey that genuinely
- How to cut through the noise with a clear differentiating narrative

### Facilitators

- Nicole Beauregard, Principal, Private Wealth Marketing, Hamilton Lane
- Kimberley Kasper, Chief Growth Officer, Strattam Capital

## Best practices for your LPAC and other LP interactions

- Best or common practices for interactions
- Have the hard conversations, votes, contentious issues
- Discuss logistics, frequency, timeline, and fostering an LP's desire to attend
- Coordinate LPACs across multiple active funds

### Facilitators

- Tessa Shakon, VP, Investor Relations, Ridgemont Equity Partners
- Kathleen Rochard, Vice President, Investor Relations and Marketing, Serent Capital

## Build and sustain credibility with investors

- Find the balance between transparency and TMI
- Determine what, when, and how to communicate in difficult situations
- How to respond when investors want too much

### Facilitators

- Antonia Schwartz, Head of Investor Relations, Lotus Partners
- Jemma Wolfe, Global Head of Commercial Strategy, Alternatives Capital Formation, Goldman Sachs

## Get the most out of your AGM

- Determine and maximize outcomes that matter most
- Planning and executing interactive AGMs
- Realize the potential of pre-planning and communications

### Facilitators

- Stephanie Lo, Director of Investor Relations & Marketing, Clairvest Group
- Richard Carpenter, CEO, Bladonmore

3:00

## Networking break

3:30

## What family offices need and are looking for

- Best approaches for finding and targeting family offices
- Factors that make your firm and fund well suited for family offices
- Communications that build relationships

## Friendraise when you're not fundraising

- Optimize your CRM for strategic and effective relationship building
- Integrate branding, voice and data across technology platforms
- Discuss big-firm approaches and meeting those challenges as a smaller firm



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- Compare relationship-building approaches for single family offices vs multi-family offices
- Leverage family office operating experience to benefit portfolio companies

*Moderator*

Lindsay Grider, Global Head of Fundraising and Investor Relations, LLC

*Panelists*

- Stacey Leanos, Director of Investor Relations, ACME Capital
- David Hunter, Managing Director and Head of Investor Relations, The Cynosure Group
- Ryan Ponsford, Principal, Akili Capital

- Discuss what information LPs want to hear and why
- Tried and tested premarketing strategies
- Keys points for meeting with LPs including intimate event and AGM organizing

*Moderator*

Camila Noordeloos, General Partner, Grand Ventures

*Panelists*

- Katherine Vu, Head of Investor Relations, Glendon Capital Management
- Nicole Vernese Dempster, Managing Director, Investor Relations & Product Development, Crow Holdings
- Rushana Cypert, Vice President, Investor Relations, The CapStreet Group

4:20

## Technology throughout the LP lifecycle -prospecting, fundraising and customer service

- Discuss best practices within CRM systems, DDQs/RFPs, ODDs, data rooms
- What are the available tools and solutions
- What information should you be tracking in your CRM?
- What data and analytics are important?

*Panelists*

- Morgan Finnell, Director, Investor Relations, Evolution Capital Partners
- Taylor Long, Vice President, Capital Raising/Investor Relations, SoLA Impact
- Yair Riemer, Head of Investor Relations, Upfront Ventures
- Dean Shu, CEO and Co-founder, Arphie

5:10

## What really matters to investors when you're not fundraising

- Hear investor expectations for their GP relationships
- Hear best practices for AGMs that educate, engage and resonate
- How, what and how often they want to hear from you
- Put your best foot forward through your social media, quarterly reports and more

*Panelists*

- Jefferson Stone, Founder and Managing Partner, Barrel Rate Capital
- Wyatt Geiger, Principal, Pathway Capital Management
- David Martus, Managing Director, Investor Relations, GSSG Solar
- Thomas Terrats, CEO & Co-founder; Vessel

6:00

## Cocktail reception



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## Day 2: September 26, 2024

### 8:00 Continental breakfast

### 8:00 Pre-conference breakfast meetings

*These meetings will be more interactive than traditional panel discussions. They will start with a 15-minute panel discussion to set the stage and will be followed by a 30-minute interactive Q&A session between the panelist and audience members.*

#### The evolution of secondary markets and portfolio finance

- GP-led
  - When to use GP-led secondaries
  - Advantages and disadvantages
  - How do you manage process
- LP-led
  - How do they influence process
  - How to work with a broker
  - How do they think about ideal buyer types

##### Panelists

- Amy Nelson, Chief Strategy Officer, Rethink Capital Partners
- Ruben Tinajero, Vice President, Fundraising and Investor Relations, Gryphon Investors
- Derek Bunting, Managing Director, Head of North America, Arcano Partners

#### Link your IR and marketing functions and responsibilities

- Explore at communication's' role in facilitating deal flow
- Compare various models and structures set and the best practices for each
- Discuss IR's steps and missteps for maintaining PE/VC brand
- What common and separate metrics matter

##### Moderator

Sarah Kulka, Head of Marketing, Rockpoint

##### Panelists

- Amanda Stewart, Global Head of Investor Relations & Fundraising, Alvarez & Marsal Capital
- Lindsay Mehta, Director, Investor Relations & Marketing, JMI Equity
- Kenya Williams, Managing Director and Real Estate Product Specialist, Oaktree Capital
- Nancy Katz, Senior Director, Costanoa Ventures

### 8:50 Fundraising carousel (GP only)

*A hybrid of the popular roundtable and think tanks formats, groups with share best practices in three areas. Each table will report back to the whole group the key practices in one category. Join your peers for candid discussions in a closed-door setting, with no media, vendors, or service providers in the room.*

#### People

#### Processes

#### Technology

##### Facilitators

Brian Anderson, Senior Conference Producer, Private Equity International



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Jeff Mills Partner, Partner, Head of Investor Relations, Madrona

**10:15**      **Networking break**

**10:45**      **Roundtable discussions**

*Roundtable discussions are 30-minute interactive, peer-driven conversations, facilitated by two industry leaders. Throughout the session, facilitators will rotate tables to ensure all delegates participate in each roundtable discussion.*

### **Tailor your story to multiple investor types**

- Contrast characteristics different investor types
- Breakdown world view and needs of investor channels
- Maintain brand integrity while tailoring your story
- Discuss how nuances influence where and how to reach different constituencies

#### *Facilitators*

- Yoni Riemer, Managing Director, IR and Corporate Development, Peak Rock Capital
- James Brenner, Senior Investor Relations Professional, Triton Partners

### **Communicate with LPs in times of stress**

- How IR execs can prepare for conversations around negative news with LPs
- Manage media and headline risk
- Forge partnership mentalities that endure times of stress
- Explore the limits of zoom/digital communication

#### *Facilitators*

- Michelle Klonsky Nemon, Vice President, Investor Relations, Varsity Healthcare Partners

### **Maximize your team's function internally to deliver value**

- How do you manage GP expectations internally by communicating effectiveness up
- What are your key challenges in the IR role and marketing roles
- How do IR teams create ways to add value and stay proactive?

#### *Facilitators*

- Dr. Aaron Funk, Principal, Reston Equity Group
- Nicole Vernese Dempster, Managing Director, Investor Relations & Product Development, Crow Holdings

**12:15**      **Networking luncheon**

**1:15**      **Manage the process of co-investing**      **The future of AI: How it is shaping LP relations and communications in the present**



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- Leveraging co-investing during fundraising
- Understanding the increasing demands from your LP base for co-investment opportunities
- Creating a co-investment program for the LP and GP
- How much does it impact your strategy around LP targeting?
- Make sure economics are aligned

#### *Moderator*

Dana Goldstein, Managing Director, Head of Investor Relations, Anthos Capital

#### *Panelists*

- Emily Mason, Managing Director, Head of Investor Relations & Fundraising, Cornell Capital
- Amanda Heravi, Managing Director, Investor Relations & ESG, Avista Healthcare Partners
- Heather Engel, Senior Vice President, Head of Investor Relations, Juxtapose
- Ash Jaidev, Director, Investor Relations, Kohlberg & Company

- Hear use cases that show what can be done today as compared to the future possibilities
- Discuss internal process vs LP engagement uses
- Prepare for challenges and opportunities
- Know cybersecurity and privacy concerns

#### *Moderator*

Sarah Tomolonius, Partner, Head of Investor Relations, M13

#### *Panelists*

- Andie Taylor, Partner, Investor Relations, Andreessen Horowitz
- Thomas Buley, Founder and CEO, Sightglass
- Valery Talma, Managing Director - Investor Relations and Capital Formation, Jolt Capital
- Justin Guthrie, Chief Strategy Officer/Chief Financial Officer, Blueflame AI

2:05

## Staffing: Team building, development and retention best practices

- Engage and nurture aspiring IR leaders until they have enough experience to be “in the room”
- Consider team composition and individual backgrounds are important for LPs?
- Facilitating intra- and cross functional collaboration
- How do you get the right skills on the team and what are they?

#### *Moderator*

Michael O’Neill, Director, Fundraising, NewSpring

#### *Panelists*

- Betsy Sylvester, Managing Director, Head of Client Management, Castllake
- Jessica Schmitt, Head of Investor Relations, Waud Capital Partners
- Lauren Goodman, Vice President, Capital Formation Operations, Pennybacker Capital
- Jeremy Ebie, Founder and Managing Partner, Phoenix Infrastructure Group

2:50

## Forum ends



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