



National Investor Relations Institute

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NIRI Board of Directors Chair-Elect Candidate 2018 - 2019

Melissa Plaisance is Group Vice President, Treasury & IR, for Albertsons Companies, a food retailer with approximately \$60 billion in sales. Her responsibilities include financing, banking and rating agency relationships, cash management, payments, and investor relations. Prior to this role, she was GVP, Strategic Initiatives, and was engaged in identifying and tracking incremental synergies, negotiating payments contracts, and providing IR support for former Safeway shareholders and debt holders. Previously, she was SVP, Finance and IR, for Safeway Inc. with responsibility for the treasury and IR departments, and she was involved in the company's strategic development activities. In addition, she had responsibility for corporate communications and public affairs for five years. She also previously served as SVP, Finance and Corporate Communications, with Del Monte Foods and as a Vice President in the leveraged buyout group with Bankers Trust Company. She is a member of NIRI San Francisco chapter and served on the Steering Committee of the NIRI Senior Roundtable and as Co-Chair of the NIRI Annual Conference. Melissa graduated cum laude from Bucknell University with a B.S. in business administration and received an M.B.A. from the UCLA Anderson Graduate School of Management.

NIRI Board of Directors Candidates 2019 - 2022

David Banks, IRC
Vice President, Investor Relations
SendGrid

David Banks is a long-time communications practitioner, having spent more than 25 years in a combination of IR and corporate communications roles, including serving as IRO at four publicly traded companies. He currently is Vice President of IR for SendGrid, a digital communications platform that enables businesses to engage with their customers via email. Prior to SendGrid, Banks led IR for DigitalGlobe, Inc., a provider of earth imagery and analysis. Prior to joining DigitalGlobe, he was Vice President of IR at Fiserv, Inc. in Brookfield, Wisconsin. He led IR and corporate communications activities for First Data Corp. from 2000 to 2005 and spent 13 years with US WEST in both IR and corporate communications. He received his Investor Relations Charter (IRC) certification in 2016. He has been a NIRI member since 1996, including serving two terms as President of the Rocky Mountain Chapter of NIRI (2014-2016), and is currently a member of NIRI's IRC Exam Development Committee. David holds a degree in journalism from the University of Northern Colorado and is a Colorado native. He is a crossword puzzle aficionado, runner, and musician.

Debbie Hancock
Vice President, Investor Relations
Hasbro, Inc.

Debbie has over 20 years of experience in IR and communications. Debbie is Vice President, Investor Relations, at Hasbro, serving in this role since June 2010. She joined Hasbro two years prior as Director, Investor Relations. Prior to Hasbro, Debbie was Director, Corporate and Internal Communications, for APC, where she established and ran the IR program until the company was acquired by Schneider Electric in 2007. Debbie led APC's communications during the acquisition, developing messages for all stakeholders including investors, customers, vendors, and employees. Immediately following the acquisition, Debbie served as Chief of Staff, serving as strategic advisor to the incoming chief executive officer and executive committee during the integration process. Debbie has a B.S. in business administration from the University of Vermont (1991) and a Certificate in Investor

Relations (1998) from Bentley College. A NIRI member since 1995, she served as a subject matter expert on the IRC Question Writing Committee for the inaugural IRC exam and subsequently served on the NIRI Certification Council. She previously served on the NIRI Senior Roundtable Steering Committee and has been a frequent speaker at NIRI conferences.

Victoria Sivrais
Founding Partner
Clermont Partners, LLC

Victoria Sivrais is a founding partner of Clermont Partners, LLC, one of the only women-led and 100 percent women-owned IR and strategic communications firms in the country. She provides guidance to clients around critical communication issues, including best-practice financial communication and investor relations programs, crisis preparedness, issues management, management transitions, mergers and acquisitions, and transformational corporate communication strategies. Prior to establishing Clermont Partners, she was a Managing Director and Deputy Lead of the Capital Markets practice of the FTI Consulting's Strategic Communications segment and held several leadership positions at Ashton Partners, before the firm was sold to FTI. Victoria chaired the 2018 NIRI Annual Conference and has also served on NIRI Chicago's Board of Directors since 2011, most recently as Chairman. She graduated from Indiana University's Kelley School of Business with a B.S. degree in computer science.

Deb Wasser, IRC
Head of Investor Relations
Etsy, Inc.

Deb is head of IR for Etsy, Inc., an ecommerce company based in Brooklyn, NY. She joined Etsy in April 2018 to lead a three-person IR team. Prior to Etsy, Deb led Edelman's IR practice in the U.S. from January 2015 to April 2018. She advised the senior management and boards of public companies on strategic communications including IR, financial and corporate public relations, transaction communications, crisis communications, and leadership positioning. Deb is a board member of NIRI New York and is one of more than 130 IR practitioners globally who have received the IRC certification. Prior to joining Edelman, Deb was Senior Vice President, IR and Corporate Communications, for Veeco Instruments for over 15 years. Earlier, Deb served as a Vice President at Dewe Rogerson Inc. and was Director of IR for Immunomedics, a biotechnology company. Deb has a B.S. in communications and business from The State University of New York at Albany and has completed executive education programs at both New York University and Harvard Business School.