

ALINA V PLAIA

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**10 yrs + Senior Leadership
M&A and Investment Banking
Sector: Technology /Software / IT Services
Member of Corporate Strategy Committee
8 yrs + Corporate Communications
SEC Reporting, Compliance and Governance**

**Certified Public Accountant (not active)
18yrs + Investor Relations & Equity Sales
2017 IR Magazine Nominee
FINRA, Regulatory Reporting
15yrs + Initial Public Offerings (IPOs)
Prospectus Drafting and Review**

My passion is to be a proactive advocate for public and private companies that rely on cutting and bleeding edge technologies to deliver disruptive products and services.

With nearly 20 years of experience in investment banking & equity research sales, SEC and FINRA regulatory reporting, investor relations & communications, coupled with CPA background, I bring invaluable multi-faceted approach in ensuring successful interactions between company's leaders and all classes of investors. Being a strategic thinker and the influencer, my passion is working alongside of C-suite, M&A teams, CMOs, and heads of business lines, anchoring aligned marketing and communications strategies to consistently strengthen financial and corporate brand.

Expertise: Finance; Accounting; SEC & FINRA Regulatory Knowledge; Investment Banking; Equity Research; Investor Relations and Communications; Strategy and Precise Messaging; Investor Targeting; Prospectus Drafting; Crisis Management; M&A; Perception Studies; IPOs; Shareholder Activism; Earnings Reporting; Consensus Management; Public Speaking; Research & Analysis

Work Experience

**WIDE BRIDGE, INC.
CEO and Co-Founder**

California & New York 2008 – Present

Working with companies with established investor relations practice:

- Build and execute best-in-class investor relations strategy complementing current liquidity and market cap for small to large cap companies
- Hold various consulting and full time positions, the latest being Vice President, IRO of Luxoft Holding, Inc. (2010-2017), was instrumental in taking Luxoft public on NYSE in 2013
- Manage communications between investors, corporate C-suite (CEO, CFO, CMO, COO), and company's experts (heads of business verticals and services)
- Advise clients on key investor relations issues including competitive landscape, ongoing Regulation FD compliance, and critical elements of corporate governance
- Coordinate all stages of earnings reporting process, driving proactive and relevant investor messaging, managing street consensus: all C-suite transcripts, SEC filings, presentations / analyst days
- Develop and lead investor targeting, plan roadshows, expand sell side analyst coverage
- Nominated in 2017 by IR Magazine for Innovation in Investor Relations
- Excellent relationship with Tier I and Tier II investment banks; buy-side institutional investors (over 3,000 personal fund contacts, nearly 2,000 in the US); and heads of listings at NYSE, NASDAQ, LSE / AIM, Frankfurt SE, etc.
- Focus – Technology, Software, IT Services, as well as companies that utilize advanced technologies to disrupt legacy business models in their respective markets

- Grow shareholder roster by over 400% in two years with proprietary ProactiveIR strategy
- Conduct *100-140 personal interactions with investors every month* (face to face meetings, video and audio conference calls), vs. IR average statistic of 30 interactions a month
- Build and manage relationships with sell-side analysts, expand coverage
- Working with FPIs, large and emerging growth companies (EGCs) under JOBS Act
- In-house corporate spokesperson for clients, responsible for public speaking and for all externally-published materials globally: media, research, white papers
- Lead corporate access efforts with and without investment bankers
- Conduct over 100 briefings and inquiries per month with technology analysts
- Strong knowledge of companies across IT Services and Software sectors, as well as tech companies utilizing Blockchain, RPA, machine learning, AI, DevOps
- Lead placement efforts (syndicate selection, roadshows, communications)
- Responsible for content (especially business section) of prospectuses and annual reports
- Review financial models of analysts, build internal stock valuation scenarios
- Advise and manage syndicates placing clients on NYSE, NASDAQ & LSE

Working with private companies looking for growth:

- Advise SMID companies and Private Equity / Venture Capital funds on potential acquisitions in IT and Software Development Services, key areas for due diligence, and exit opportunities
- Private-to-public transition expert, advising companies on Initial Public Offerings (IPOs)
- Analysis of investment banks (all tiers), building synergistic syndicate for the company
- Lead all offering memorandum (prospectus) drafting sessions, managing data room
- Review prospectus on behalf of senior management, leading weekly drafting calls
- Focus on most frequently-commented areas by the SEC (stock-based comp, revenue recognition, share structure, risks) to ensure fewer comments on first review
- Recommend the best listing venue, interview and recommend best market maker (if app)
- Advise on order allocation of the IPO to ensure allocation of shares to investors that are of most value to the company, and not necessarily to the bankers
- Helped raise over \$500MM in institutional funding, saving selling shareholders \$10-25MM at the time of listing by insisting on the price range other than that suggested by bankers
- Strategy consulting: formulating growth or restructuring strategy, identifying priorities, reviewing business plans, tactical plans, formulating marketing, and thought leadership / communications strategies

UNICREDIT MARKETS and INVESTMENT BANKING
Director, Equity Research Sales

New York, NY

2003- 2009

- Generated long-short ideas for hedge funds, across all sectors/peer groups, leveraging financial expertise and CPA knowledge; interacted w/sell side analysts
- Provided customized consistent research coverage to over 350 institutional investors globally
- Raised over \$1 Bn of capital for private and public companies from Eastern and Western Europe, with eventual listing on one or more of the main exchanges
- Leading producer with predominantly long-only client base: > \$3.5MM in annual commission.
- Excellent business development skills, anchored record amount of institutional clients for a new equity sales team, more than doubling existing account base
- Organized and managed over 100 deal and non-deal roadshows with management of technology, materials, consumer and resource companies; was in charge of conferences, investor field trips

Other positions included:

ATON SECURITIES, INC. (Acquired by UNICREDIT in '06) **New York, NY** **2003 - 2006**
CFO, COO and Head of Equity Sales

- A co-founder of NYC office for Aton Securities, sold to UNICREDIT for \$60MM
- Increased account base from 7 to > 100 significant accounts in the first 18 months
- Successfully guided Firm through NYSE and FINRA audits
- Manage M&A transactions and placements for banking clients (IPO/ SPO)

SG COWEN SECURITIES CORPORATION NYC **New York, NY** **1999 - 2003**
Central Funding Coordinator for SG Americas, Inc.

- Managed \$6BLN money pool, computing Societe Generale Group's daily funding needs
- Managed liquidity needs for Index Trading, Repo, Stock Loan/Stock Borrow and others
- Regulatory Reporting & Analysis: SEC 15c3-1, 3-3 computations, FOCUS reporting

DELOITTE & TOUCHE LLP NYC **New York, NY** **1996 - 1999**
Banking & Securities Division – Tax Associate

CREDIT SUISSE **New York, NY** **1994 - 1996**
SEC & FINRA Regulatory Reporting & Analysis

Education:

NEW YORK UNIVERSITY

Leonard N. Stern School of Business, Master of Business Administration, May 2003

- Major: Finance and Management
- Member of Graduate Finance Association, Member of Stern Sales And Trading Club

PACE UNIVERSITY

Lubin School of Business, Bachelor of Business Administration, May 1998

- Major: Public Accounting

Additional Information:

- Licenses: ***Certified Public Accountant (CPA); Series 7, 63, 79, 99 (not active)***
- Languages: Fluent in Russian
- Hobbies: skiing, boating, hiking, fishing, ice skating, running and travel.
- Have two children, a son and a daughter. Live primarily in Orange Country, CA and the rest of the time spent between New York City and other global travel.