



Job Title: Director of Investor Relations

Location: Denver

Department: Finance

Reports To: Chief Financial Officer (CFO)

Who We Are:

Akerna is a leading enterprise software solutions provider that enables regulatory compliance and inventory management. At Akerna we are passionate about solving problems that better our world. We provide data-driven solutions worldwide across the entire supply chain. Our technology empowers the industry to prove outcomes that positively change lives every day. We have a passionate and purposeful work environment where we live by these principles: ***Do the right thing, Be part of the solution, Show people you care, Make an impact, and Grow Together.***

Director of Investor Relations

The Director of Investor Relations (IR) is responsible for developing and presenting clear and compelling messaging to the investment community in support of Akerna's corporate and financial strategies. The Director of IR will lead the strategy and development of our investor relations messaging and positioning to create investor confidence in our vision and strategies for delivering shareholder value over the long term. The Director of IR will be the voice of the investor internally to management and the Board of Directors. This is a high visibility role and we are looking for a strategic IR executive with a track record of building best-in-class IR functions for high growth companies.

This role will drive the development of annual Investor Relations goals and plans, lead the quarterly earnings process, develop a detailed understanding of our peers and competitors, help build presentations, press releases, and partner closely with internal stakeholders on the development of annual reports, SEC filings, and proxy statements. The Director of IR will also be the key business partner to the executive team on all investor-related issues.

This role will be expected to take a strategic, highly collaborative, and energetic approach leading and executing IR functions; developing a compelling message and approach, effectively responding to the evolving market environment, while always exhibiting a high level of personal integrity.

Essential Job Duties:

- Develop and implement a proactive investor relations strategy and comprehensive program to ensure the Company's business strategy and progress is understood by the research analyst and investor community.
- Lead the quarterly earnings process including overall messaging development, scripts, Q&A prep, and conference call prep. Advise senior management on key messages, presentation development, and investor targeting.
- Represent the Company as the lead spokesperson to the investment community with a focus on educating current and prospective shareholders about the Company's strategy, performance and market opportunity.
- Proactively manage expectations with the investment community to ensure there is alignment between the Company's performance expectations and investor expectations.
- Develop and provide advice on key metrics, guidance strategy, and disclosures.



- Prepare key investment messages and presentations to communicate financial performance, business conditions, and company strategy to sell-side analysts and institutional investors. Collaborate closely with Corporate Communications to ensure a consistent message on branding and strategy.
- Develop and maintain analyst models regarding expected Company performance including financial forecasts and key metrics. Proactively identify variances between analyst models, consensus expectations and Company expectations to inform the quarterly earnings process and Q&A preparation.
- Analyze internal and external forecasts, data, and assumptions to provide a consolidated view of expectations and implications for stock price movement and investor and analyst perceptions.
- Build strong relationships with analysts and investors and always know the pulse of what's important to investors. Track and understand investor activity in the Company stock and leverage these insights into investor behavior to inform IR activities and management focus with investors.
- Assess the mix of the investor base and create an annual plan to target and attract long-term investors, to expand and maintain key investors' ownership positions, and to keep the financial community current on company performance, growth strategies, and industry issues.
- Build an in-depth understanding of Akerna's operations, financials, businesses, accounting, and key financial and business metrics. Develop strong company and sector expertise and stay current on all company and relevant industry activity in order to be responsive to investors and to communicate effectively with management.
- Maintain competitive peer analysis, including the development of industry and peer company performance benchmarks. Continuously measure and update this information and use it to provide a relative performance framework for the investment community and to provide information to management on market and valuation trends.
- Manage and participate in investment conferences, and organize non-deal roadshows as applicable
- Manage the investor relations content on the Company's website.

Minimum Qualifications:

- Demonstrated success leading a strategic investor relations function, including the development of strategic and proactive IR programs that have delivered results.
- Excellent communication skills, both written and verbal, and strong influencing skills at various levels.
- Ability to build and maintain strong relationships with investors, financial analysts, executive management, the board of directors and peers across the Company.
- Strong analytical and quantitative skills with expertise building financial models, analyzing results, and developing key messages based on performance.
- Expertise working cross functionally with FP&A, accounting, strategy, product and sales functions to understand and influence business trends and incorporate this understanding into external messaging and communications.



- Experience in software and subscription business models is highly desirable.
- 7+ years experience in investor relations/finance function within an emerging growth public company
- Strong people management experience required
- Bachelor's degree required; MBA preferred

What We Offer:

- Competitive salaries
- 100% company-paid medical, dental and vision insurance
- Generous vacation policy

Sound like the place for you? Please submit your cover letter and resume to jobs@mjfreeway.com.

NOTE: Thank for your interest in working with us. Akerna is an Equal Employment Opportunity employer. Employment decisions are based on merit and business needs, and not on race, color, creed, age, sex, gender, sexual orientation, national origin, religion, marital status, medical condition, physical or mental disability, military service, pregnancy, childbirth and related medical conditions or any other classification protected by federal, state or provincial and local laws and ordinances. Reasonable accommodation is available for qualified individuals with disabilities, upon request. This Equal Employment Opportunity policy applies to all practices relating to recruitment and hiring, compensation, benefits, discipline, transfer, termination and all other terms and conditions of employment.