

## INTERVIEW THE ASSOCIATE DIRECTOR OF IR

# Drawing on a finance background in an IR role

**Angela Catlin** recently entered the world of IR after holding a number of finance roles across the Lloyds Banking Group.

## What is your role?

I am an associate director in the investor relations team at Lloyds Banking Group. I am one of the market-facing members of the team responsible for engaging with both sell-side analysts and current and potential investors through one-to-one meetings, group meetings and roadshows both in the UK and internationally.

## How long have you been doing it?

I joined the team in January 2019 and have worked at Lloyds Banking Group for nearly nine years in total across a variety of roles.

## What is your background? What did you study?

I joined Lloyds Banking Group in September 2011 on the three year finance graduate scheme. During that time I qualified as a chartered accountant and completed four different placements across the group in London, Bristol and Geneva. After finishing the scheme I have held various roles across the group including in

the areas of tax reporting, technical accounting and retail strategy.

## How did you get into the IR field?

Having held both financial reporting roles and a broader strategy role I wanted to find an area where I could combine my experience and use my knowledge of the two. IR seemed the perfect place; allowing me to stay close to financial reporting whilst still requiring a broad macro view of the group and the environment in which it operates.

## What do you enjoy most about your role?

The variety the role brings is the best part. I enjoy the mixture of being out on the road talking to investors as well as the busy reporting periods where it is heads-down and time-pressured. I think the role gives a great balance between the two. I also enjoy the numbers and reading financial reporting documents, which helps!

## What does a typical workday look like for you?

It very much depends on the time of year. During reporting periods in the lead up to results announcements, it will be very busy collating information from across the group to produce both external and internal supporting documentation. Outside these periods I would typically be out talking to investors, answering queries from analysts or getting involved with ad hoc projects such as M&A activity.

## How long have you been a member of the IR Society?

I joined the IR Society when I became part of the team in January 2019.

## In one sentence, how would you describe IR Society membership to a friend or colleague who was thinking of joining?

The IR Society gives a great one-stop shop for everything IR-related and provides an excellent opportunity to build an IR network and increase your IR knowledge.

## THE ASSOCIATE DIRECTOR

- Angela moved to an IR role last year, having been with Lloyds since 2011.
- Her role provides a balance of on-the-road meetings with investors and detailed analysis of financial reports.
- The IR Society has helped her settle into IR, meet others and learn through the CIR qualification and other courses and events.

‘ I found the CIR particularly helpful and a great introduction for someone new to the world of IR ’

## What are the key benefits of membership and why?

The opportunity to attend relevant training courses and updates is great. You know the content will always be relevant and pitched at the right level. I found the CIR particularly helpful and a great introduction for someone new to the world of IR. I also have benefited from a strong network that I have built through IR Society events – that is invaluable.

## What do you think the highlights of 40 years of the IR Society would include?

The number of members and companies that have attended courses or events over that period should be a highlight. The vast number of IR teams the Society touches in some way is what makes it so unique.

## What do you think the Society will be like in the next 40 years?

I suspect the world of IR will continue to evolve. I think the Society will still be playing a fundamental role in the world of IR; supporting knowledge and continuous improvement in the industry. ■



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