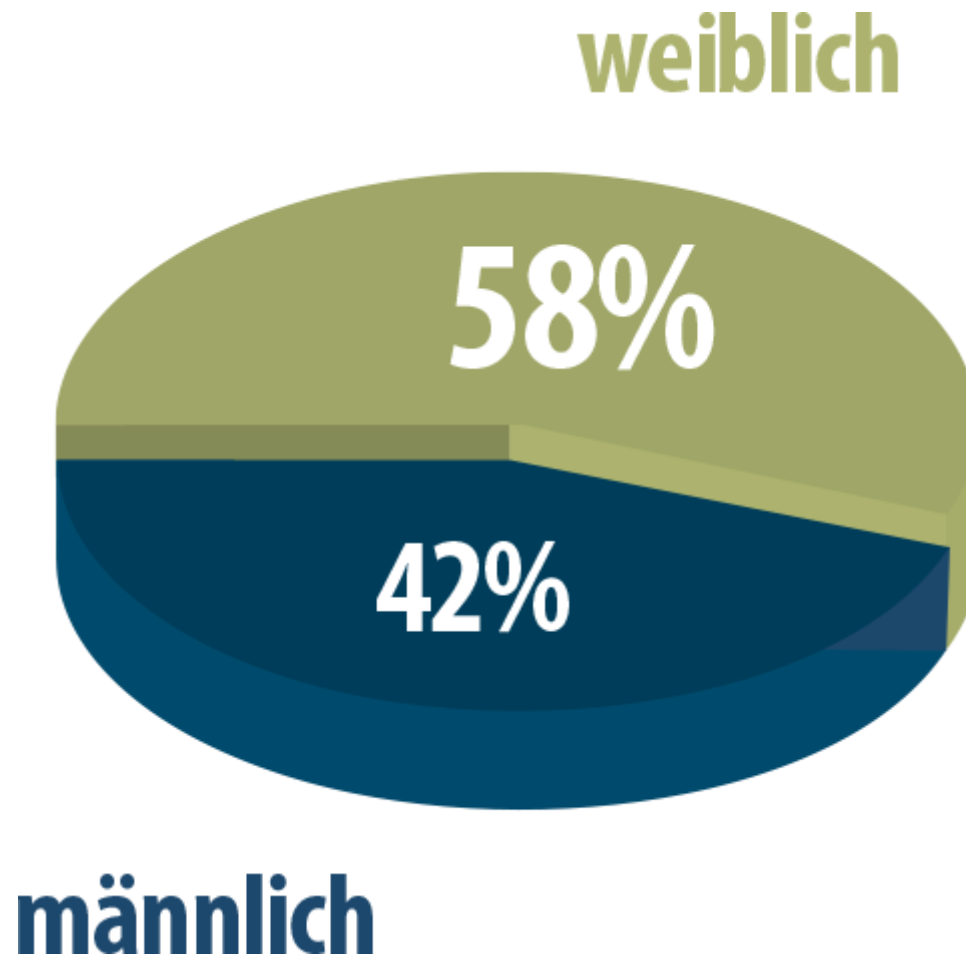


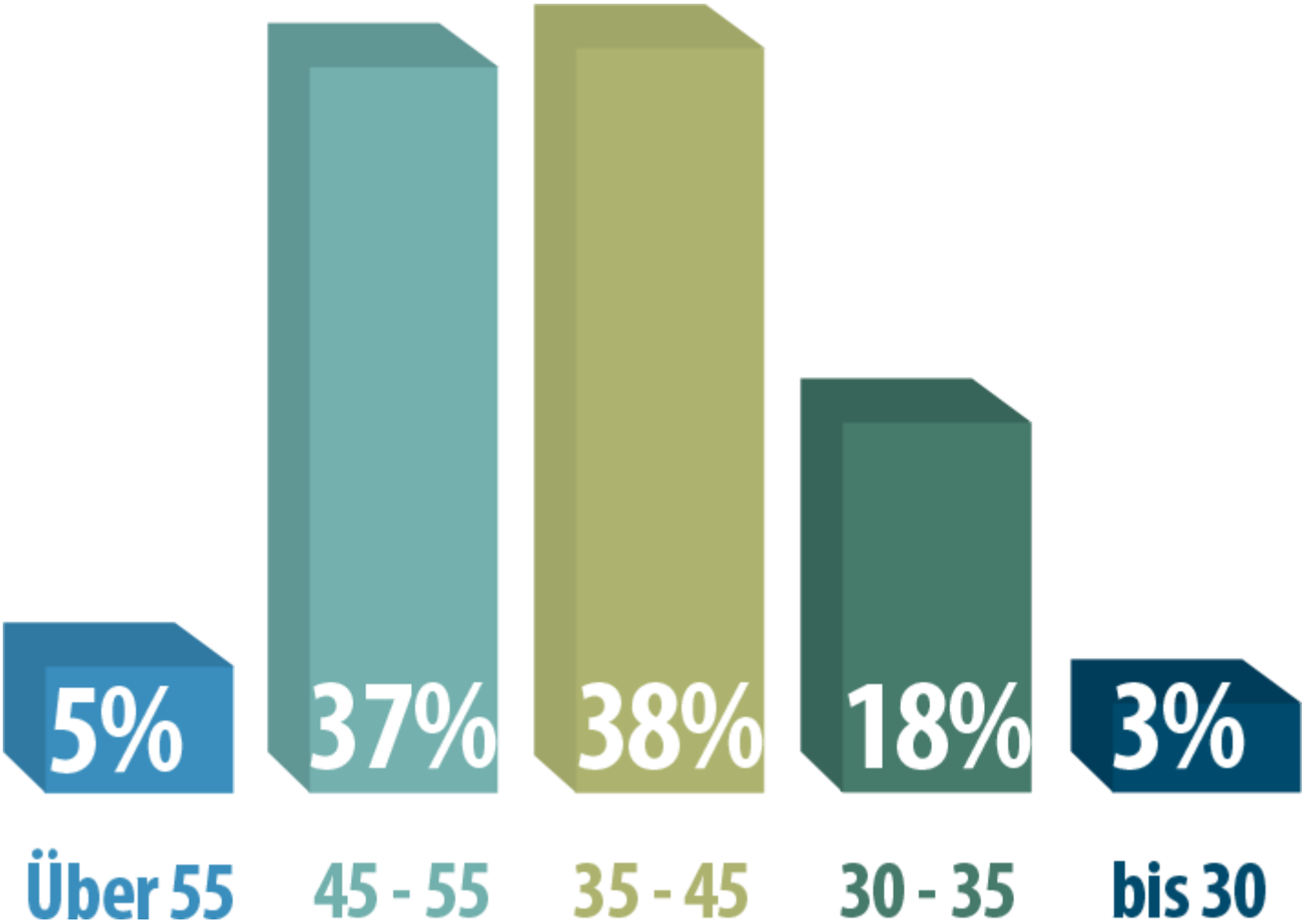
# **Erkenntnisse der Investor Relations-Studie 2019**

---

## Geschlechterverteilung der Teilnehmer



# Welcher Altersgruppe gehören Sie an?



Welche Marktkapitalisierung hat die Organisation, für die Sie arbeiten?

**MicroCap (< € 100M)**

7%

**SmallCap (€ 100M - 500M)**

22%

**MidCap (€ 500M - 5B)**

49%

**LargeCap (€ 5B - 25B)**

16%

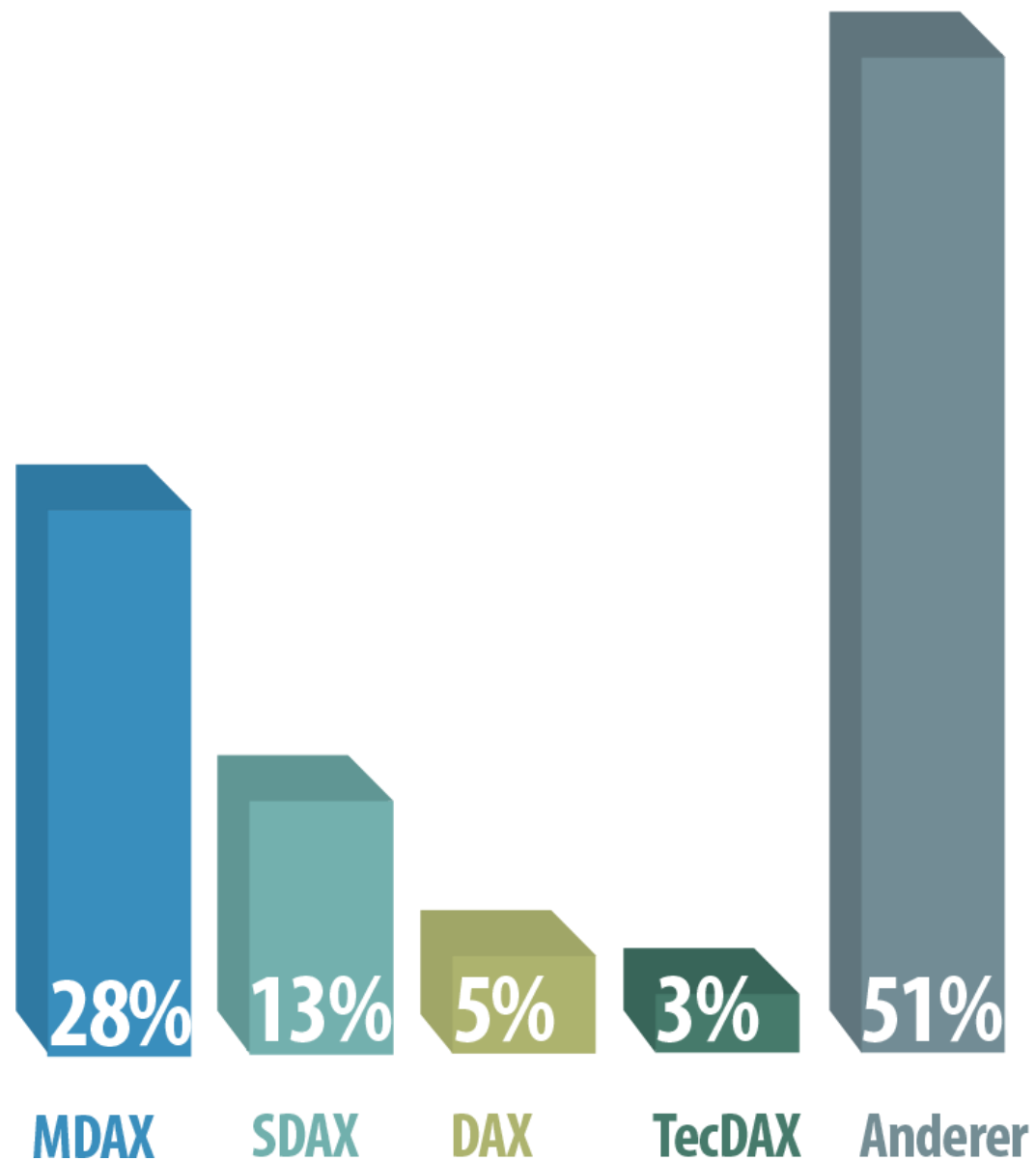
**MegaCap (> € 25B)**

3%

**nicht gelistet / n.a.**

3%

In welchem Index ist Ihre Organisation gegenwärtig gelistet?

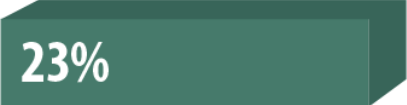


# Was ist als IR-Professional Ihr Titel?

## Senior / Executive Vice President / vs. Head Investor Relations



Manager



Director



Senior Director



Referent



Anderer



In welchem Bereich haben Sie vor Ihrer jetzigen IR-Tätigkeit gearbeitet?

### Unternehmenskommunikation

15%

### Finanzbereich

12%

### Analyst

11%

### Investment Banking

7%

### Business Administration

6%

### Operative Rolle

6%

### Marketing/Vertrieb

2%

### Private Banking

2%

### Unternehmensstrategie

2%

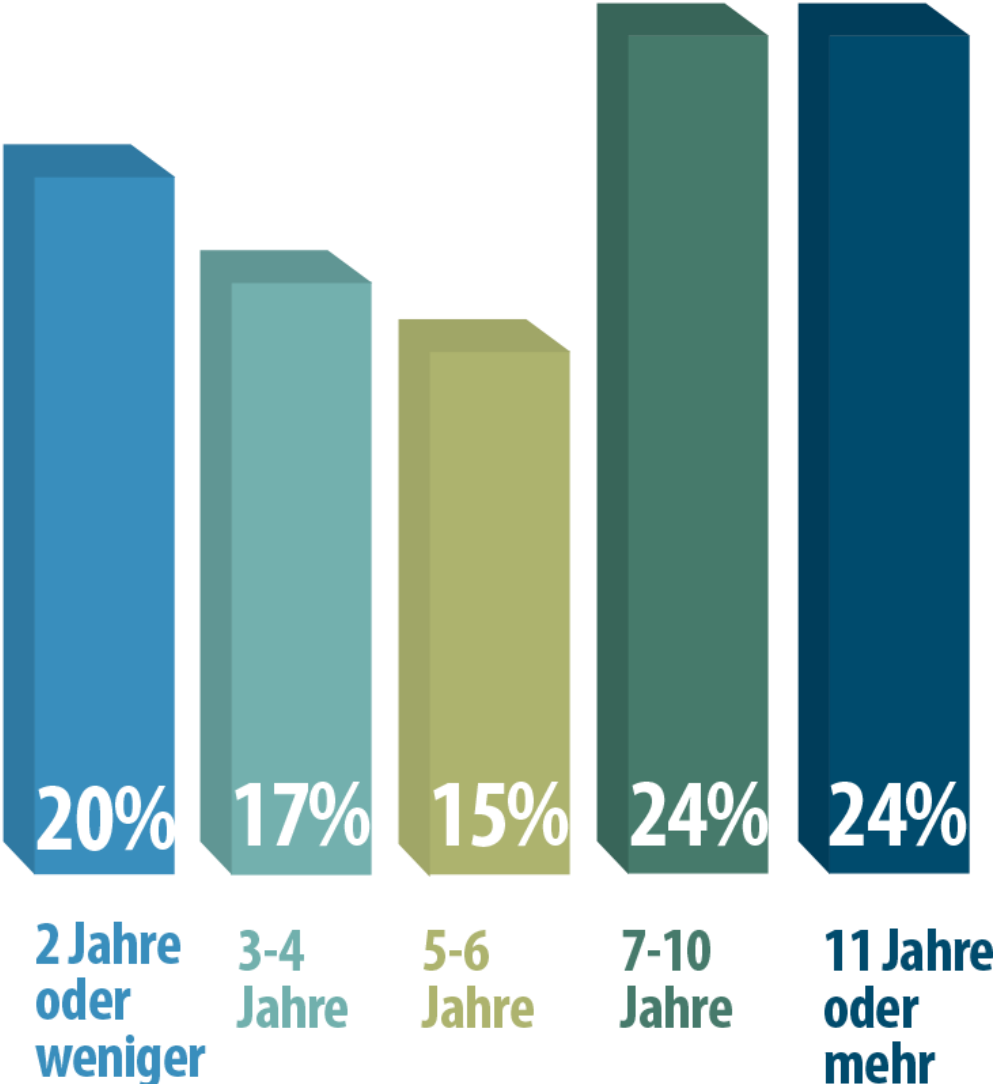
### Direkter Einstieg in die IR-Tätigkeit

17%

### Andere

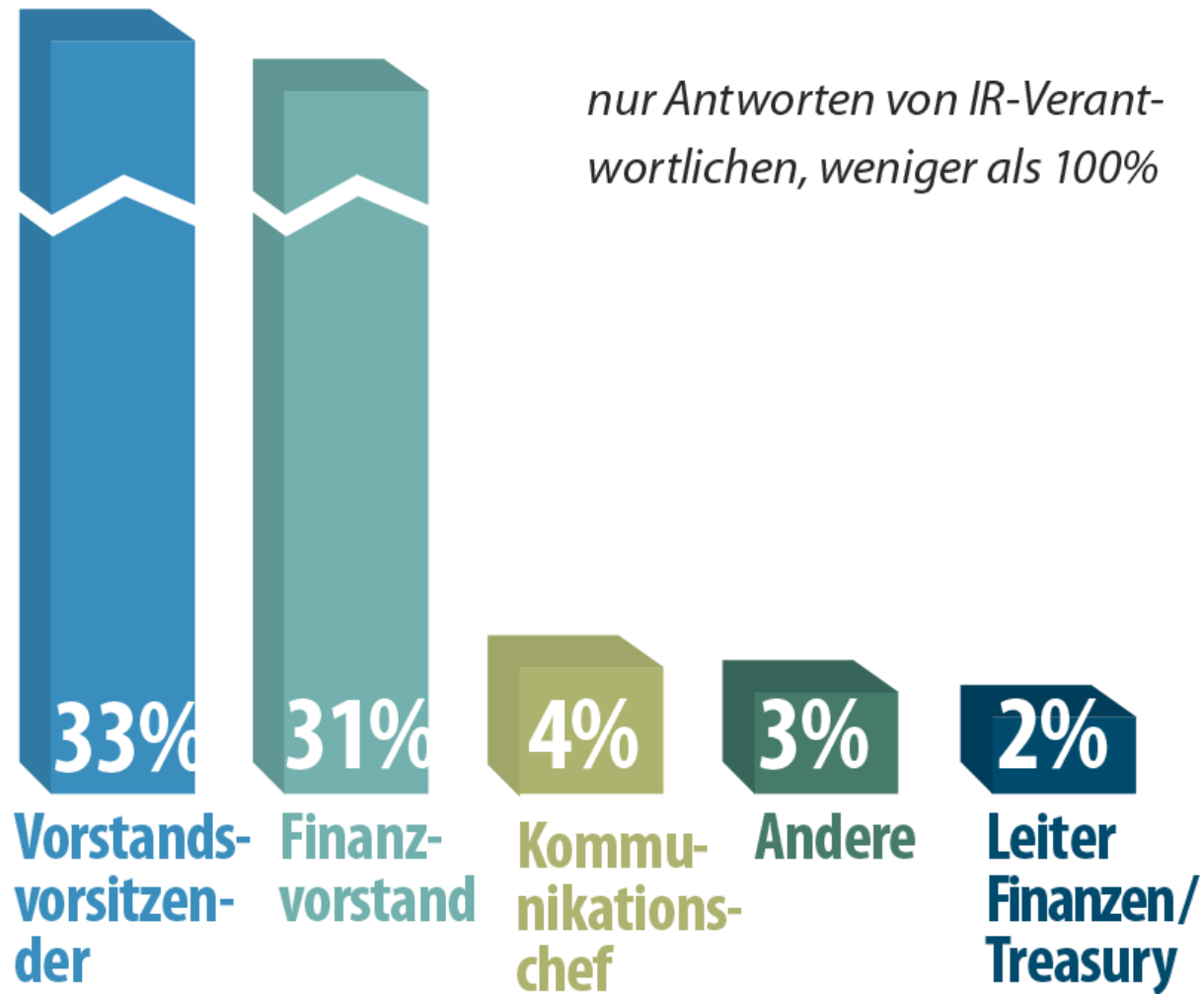
20%

# Wie lange arbeiten Sie bereits in Ihrer gegenwärtigen Rolle?





## An wen berichten Sie?



# Welche Aufgabenfelder beinhaltet Ihre Tätigkeit?

## Investor Relations

100%

## Reporting

50%

## Untemehmskommunikation

40%

## Internet / Intranet

39%

## Nachhaltigkeit / ESG

34%

## Public Relations

31%

## Interne Kommunikation

27%

## Corporate Governance

26%

## Wettbewerbsanalysen

24%

## Beziehungspflege zu Schuldern

23%

## Finanzanalysen

21%

## Marketing

12%

## Untemehmsübernahmen/Strategie

12%

## Strategische Planung

9%

## Recht

8%

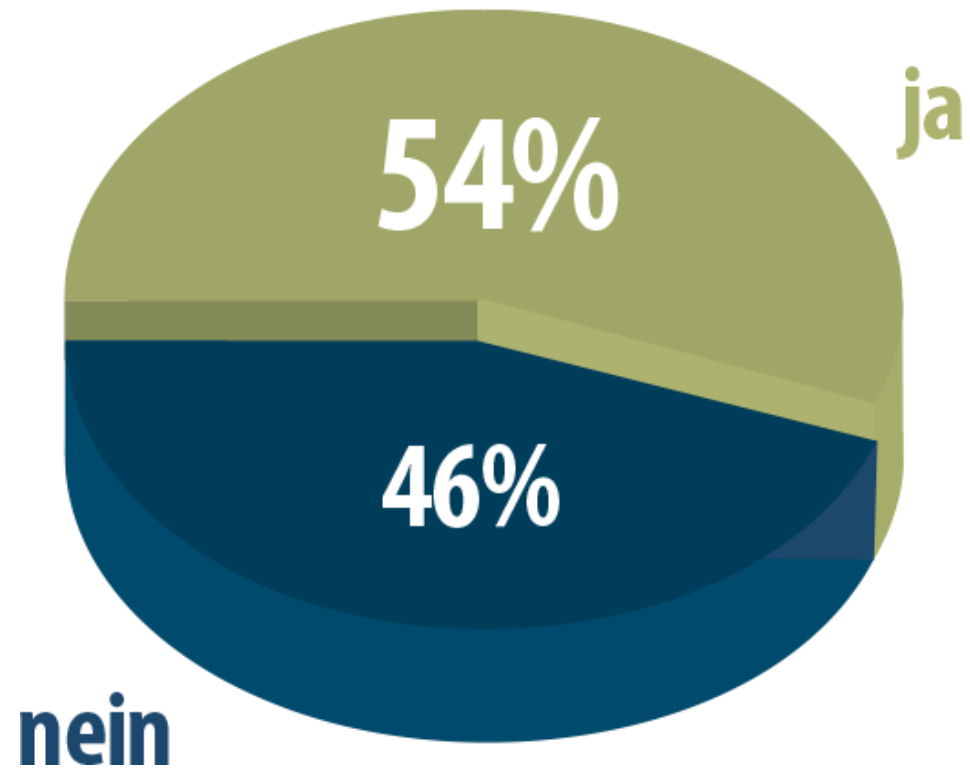
## Andere

7%

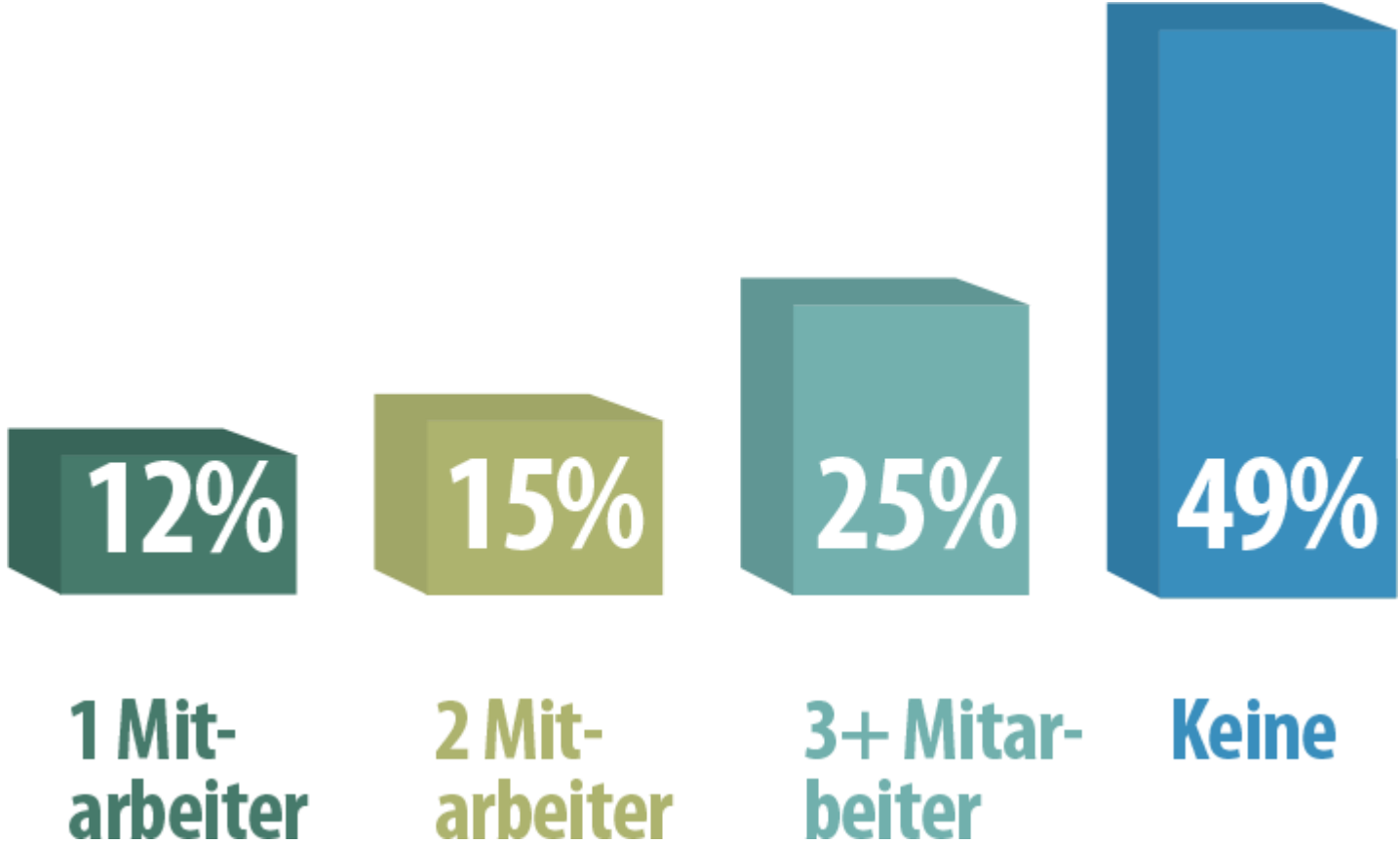
## Treasury

5%

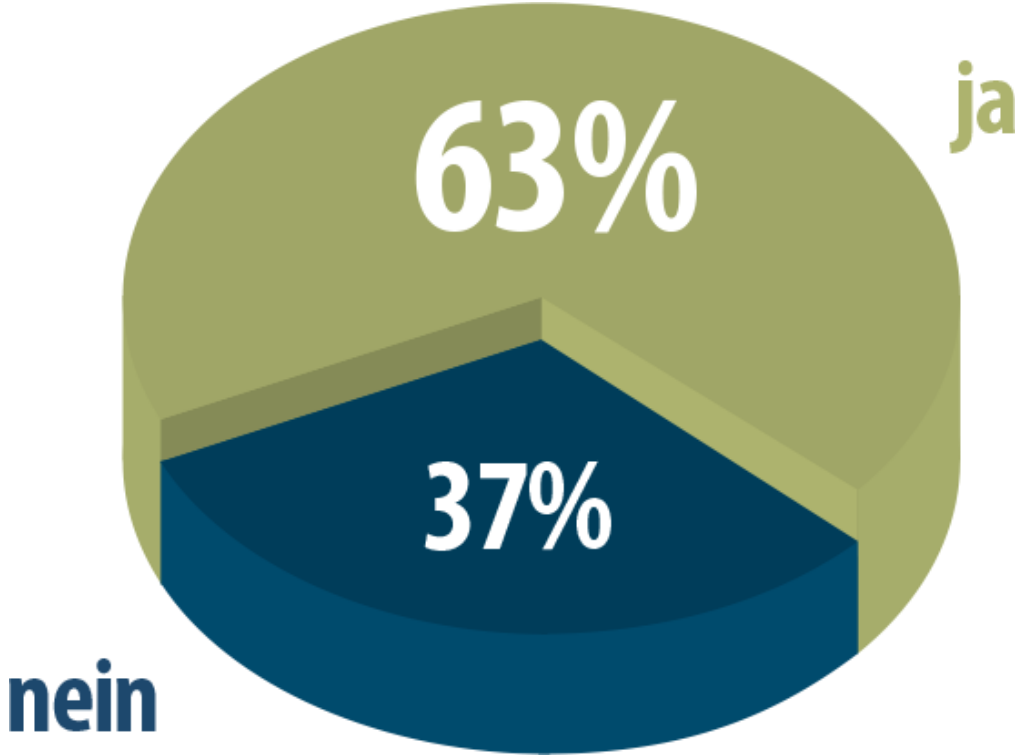
Sind Sie für Mitarbeiter verantwortlich?



# Wie viele Mitarbeiter berichten direkt an Sie?



# Besitzen Sie Budgetverantwortung?



# Wie hoch ist Ihr Budget?

weniger als € 100.000



€ 100.000 - € 250.000



über € 250.000 - € 500.000



über € 500.000 - € 1.000.000



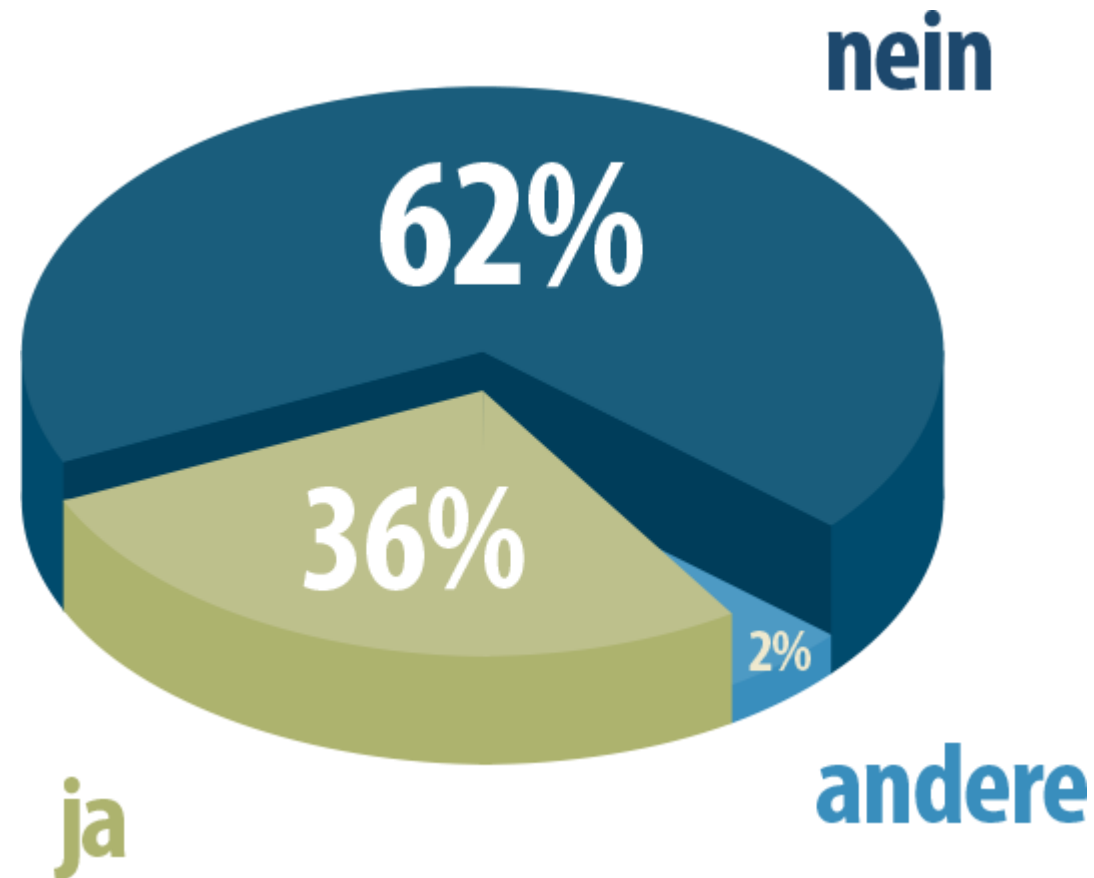
über € 1.000.000 - € 2.000.000



über € 2.000.000

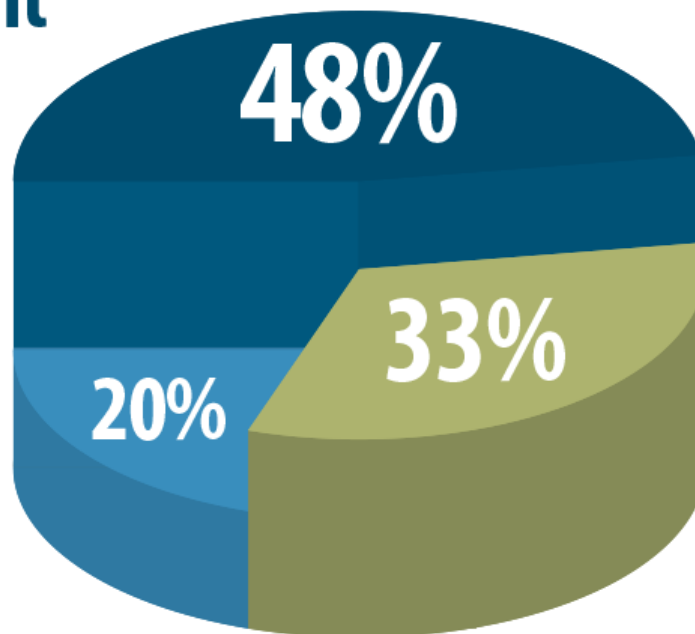


Haben Sie eine Zertifizierung nach CEFA / CIIA / CIRO absolviert?



Welche Karriereerwartungen haben Sie?

**weiß nicht**



**aktuelle Position als  
Übergangsrolle**

**aktuelle Position für  
die ganze Karriere**



Falls Sie Ihre aktuelle Position als Übergangsrolle begreifen:  
Was wäre der ideale nächste Karriereschritt?

**Finanzvorstand**

34%

**Leiter Investor Relations**

28%

**Andere**

13%

**Vorstandsvorsitzender**

7%

**Strategieberater**

7%

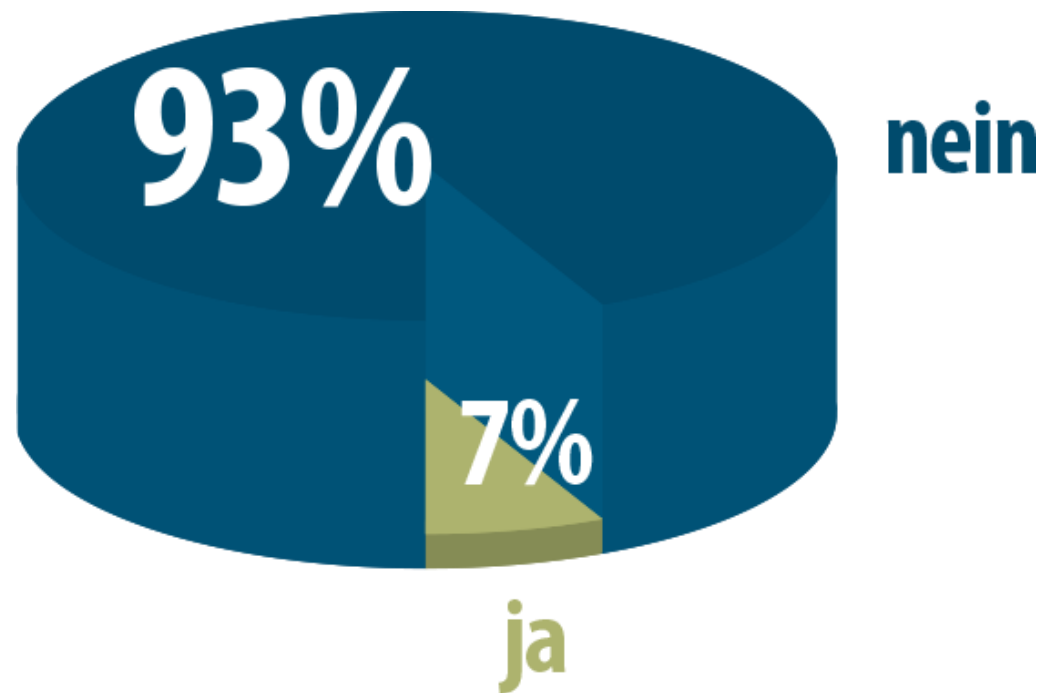
**Unternehmensübernahmen / Corporate Finance**

6%

**Leiter Unternehmenskommunikation**

4%

Haben Sie eine Change of Control-Klausel in Ihrem Arbeitsvertrag?



# In welchem Bereich bewegte sich Ihr Grundgehalt 2018? (ohne Boni o.Ä.)

€ 40.000 - € 70.000



über € 70.000 - € 100.000



über € 100.000 - € 120.000



über € 120.000 - € 140.000



über € 140.000 - € 160.000



über € 160.000 - € 180.000



über € 180.000 - € 200.000



über € 200.000 - € 240.000

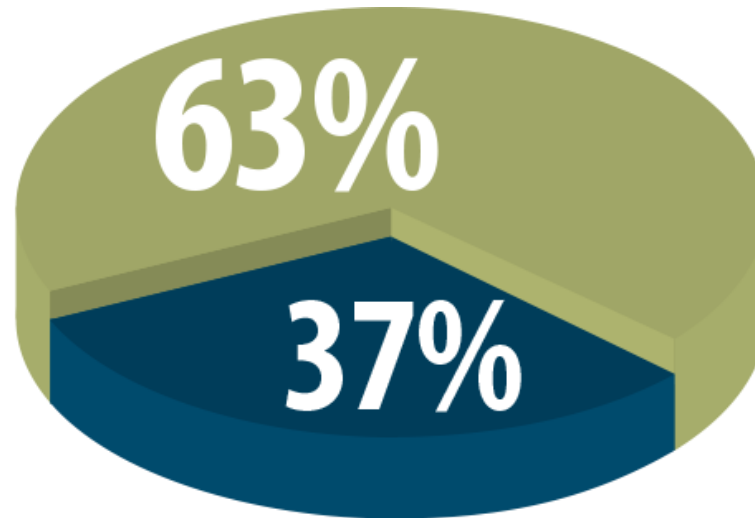


über € 240.000



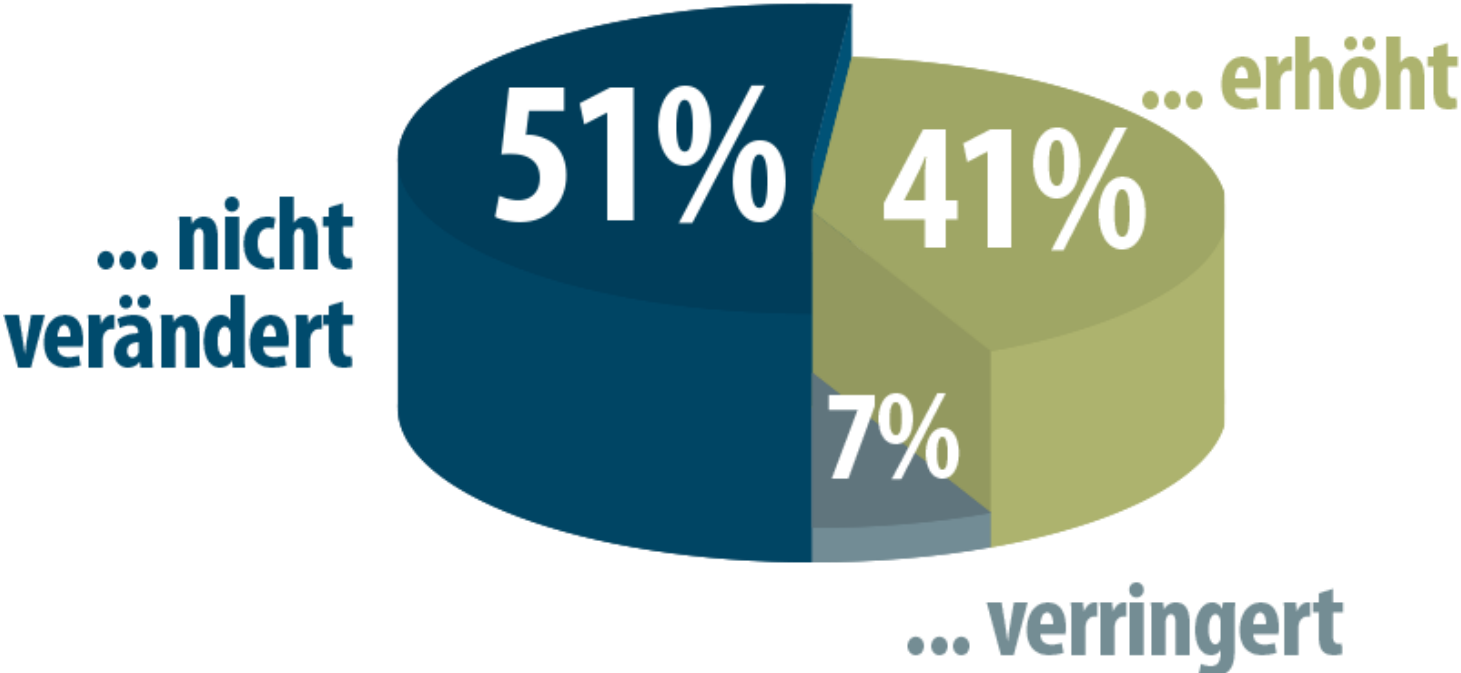
Grundgehalt hat sich in den letzten zwei Jahren...

**... erhöht**

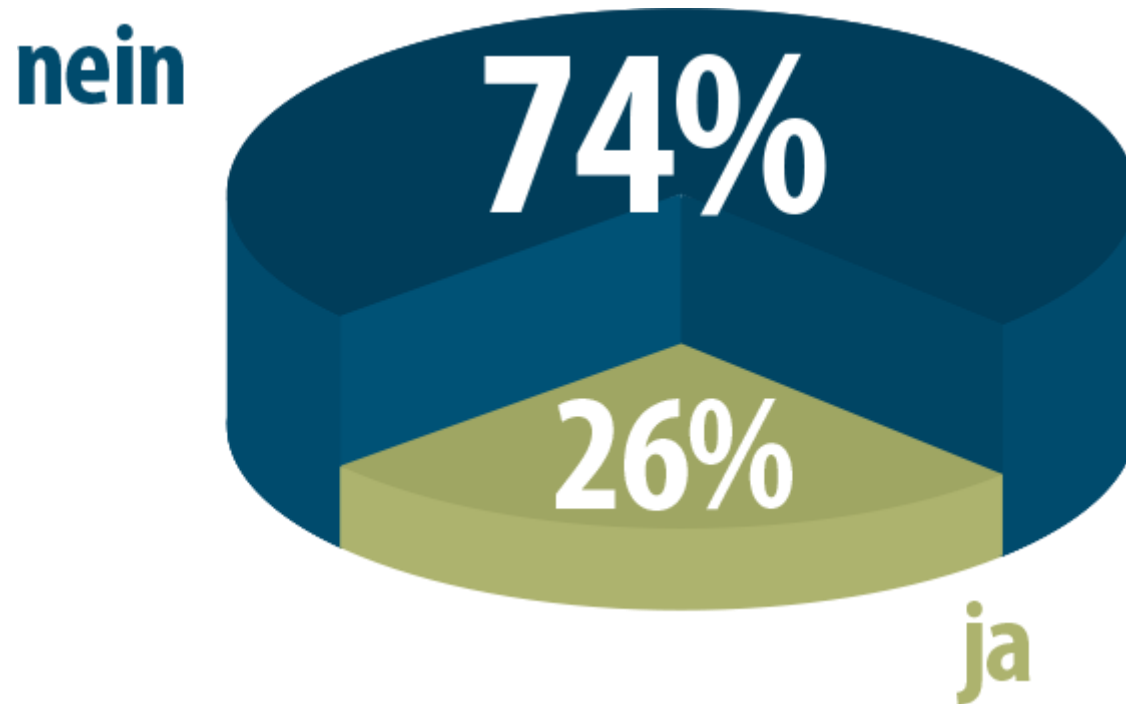


**... nicht verändert**

Bonus hat sich in den letzten zwei Jahren...



Haben Sie einen an den Aktienkurs gekoppelten Einkommensanteil?



Welche Nebenleistungen erhalten Sie?

### Coaching/Weiterbildung

46%

### Pensionsplan

45%

### Firmenfahrzeug

43%

### Versicherungen

22%

### Mitgliedschaften

17%

### Sonstige

14%

# Andreas Jäger



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Andreas Jäger is a Partner in Heidrick & Struggles' Frankfurt office and a member of the global Financial Services Practice.

With over twenty years of experience, Andreas specializes in financial sectors including investment banking, corporate finance, capital markets, as well as private equity. His longstanding clients include investment banks, financial institutions, public banks, M&A boutiques, private equity firms, as well as institutions in the regulatory and banking supervisory environment.

Andreas has worked with an extensive selection of organizations including publicly listed, private equity-owned and family-owned companies, completing search mandates for senior level positions including CFOs, heads of investor relations, heads of corporate development/M&A, heads of corporate finance, and heads of treasury.

Prior to joining Heidrick & Struggles, he worked as a partner for nearly ten years in another executive search firm.

Andreas began his career with an international executive search firm as a senior consultant, prior to becoming a managing consultant at A.T. Kearney.

Andreas received a master's degree in business administration at Goethe University in Frankfurt. Additionally, he studied six months at Stellenbosch University in South Africa. He is fluent in German and English.



## Claudia Schneider



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Claudia is a Principal in Heidrick & Struggles' Munich office. She is a member of the Global Industrial Practice and Financial Officers Practice and coordinates the Human Resources activities across Germany.

Claudia supports clients in senior executive and board searches with a focus on Capital Equipment and Chemicals.

Her Finance and Human Resources searches span a wide range of industries. In the Financial Officers Practice Claudia focuses on regional, divisional and group finance leadership positions including Controlling, Accounting, Corporate Finance, Treasury, Tax, Audit and Investor Relations.

In the Human Resources Practice she works on searches including HR Generalist roles as well as roles in Talent Management, Culture/Change Management, Employer Branding, Compensation & Benefits.

Claudia holds an MSc in Strategic Management and a BSc in Business Administration from the Erasmus University, Rotterdam School of Management in the Netherlands.

She lived in Uruguay, Canada, the Netherlands, Spain, Taiwan, the United Kingdom as well as in the US. She is fluent in German, English, Spanish, French and Dutch.

Folgenden Organisationen danken wir für Ihren Support:



Association of  
Bulgarian Investor  
Relations Directors

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