



Steering Through Capital Market Whirlpools

2:45 p.m. – 4:15 p.m.



Joe Gits, CFA
CEO and Founder
Social Market Analytics, Inc.

Joe Gits is a pioneer in the emergence and growth of quantitative trading systems. He founded Social Market Analytics in 2012 after recognizing the need for an analytics tool that capital markets professionals could use to quantify social media data and its impact on equities, sectors and industries. Previously, Gits co-founded Quantitative Analytics, Inc., a provider of integrated database solutions for quantitative researchers and traders. The company was acquired by Thomson Financial (now Thomson Reuters) in 2006. Gits subsequently took over development of quantitative databases and applications for Thomson, managed a global team of more than 150 developers, and integrated and maintained Thomson Reuters and third-party content with an emphasis on security masters and corporate actions. Gits holds a bachelor's degree from the University of Iowa and MBA from DePaul University and is a CFA charter holder.



Leslie H. Kratcoski, IRC
Vice President of Investor Relations
Snap-on Incorporated

Leslie Kratcoski leads IR at Snap-on Incorporated (NYSE: SNA), a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Her 17 years of investor relations experience include positions with Beazer Homes USA Inc. and PRG-Schultz International, Inc. Kratcoski earned a bachelor's degree and MBA from the University of Florida and an international MBA from Nyenrode University, The Netherlands Business School. She currently serves as vice-chair of the Investor Relations Council of MAPI (Manufacturers Alliance for Productivity and Innovation), as a member of the NIRI-Chicago board and chair of the 2017 NIRI-Chicago IR Workshop.



James Porter
Head of Capital Introduction
BNP Paribas Prime Brokerage, Inc.

Jim Porter is head of capital introduction for the Midwest and Southwest regions for the BNP Paribas Prime Brokerage office in Chicago. BNP Paribas is a leading bank in Europe with four domestic markets (Belgium, France, Italy and Luxembourg), a presence in 74 countries and more than 192,000 employees. Porter works closely with institutional investors – pension and endowment funds, family offices, foundations and funds of funds – and their hedge fund clients to make strategic introductions, when appropriate. From 2005 to 2015, Porter was responsible for business development for the same team and office. Previously, he spent 12 years in advertising sales. Porter received a bachelor's degree from the University of Wisconsin-Madison and an MBA from Kellogg School of Management at Northwestern University.



Michael Maloney
Senior Director
Nasdaq OMX

Michael Maloney advises corporate clients on their investor relations programs, works with special situation clients, and provides equity and option surveillance. Maloney has nearly 20 years of experience in investor relations consulting, including at Thomson Reuters and as a stock surveillance analyst at Grubill-Bloom. Earlier in his career, he traded equities and options on the Chicago Board of Options Exchange, directed trading operations at TerraNova Trading LLC and consulted on the development of Archipelago, one of the first electronic communications networks (ECNs). He received an MBA from the University of Notre Dame and bachelor's degree from the University of Michigan.