

A day in the life of... Karen Delaney, Investor Relations Manager

Team

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Our investor relations manager, Karen Delaney, shares insights into her role at TAB and why she loves being at the forefront of the business and speaking with our investors' base.

Karen starts her day bright and early at 6:00 am. Waking up to the smell of coffee brewing as a result of setting it up on a timer the night before. While getting ready, she listens to podcasts, catching up with the latest news, and after a quick breakfast, she walks to the station to get a train to TAB headquarters.

Once all the cables are in and her three screens are up and running, she starts going through the inbox replying to investors' enquiries and setting herself priorities for the day. As the day unfolds, her tasks can include a whole range of activities, from signing up new inventors to the TAB platform with the help of the amazing technology team, to working with marketing on communication to investors and supporting the development of new investment products with the senior management team.

After a day packed with exciting challenges and a lot of learning, she relaxes on her commute back by reading a booker prize awarded book, or listening to BB5 podcasts. Back at home, conversations with her partner over dinner is how she wraps up the day, and the lights are then off at 11.00 pm.

How long have you worked at TAB?

I joined TAB in January of 2022, after two years in the asset management industry where I worked with institutional investors across Europe to deliver market intelligence and connect them to like minded peers. Prior to financial services, I worked in international development in Washington DC,

where I was involved with UN projects in Africa and South East Asia. I graduated with a dual degree in Global Studies and History from the University of California, Santa Barbara in the USA.

What does your role at TAB involve?

I joined TAB at an exciting time, when our investor base expanded quickly and appetite for our products grew. As investor relations manager, I came in to be the main point of contact for our new and existing investors, as that had been previously split between the different teams. My job entails understanding the wants and needs of our investor base and coordinating with different departments on ways to deliver that to them. I love meeting people from various backgrounds, understanding the demographics of TAB investors, and working with our adaptable team to fill the gaps and continue to grow the business even further.

What's the best thing about working at TAB?

I love how the staff come from different professional backgrounds and have different sets of skills that together, bring the perfect balance to the business. It's a privilege to work at such a cooperative office, where I can learn new things every day from my colleagues, and where new ideas are welcome all the time. Apart from the people, our [new office](#) setting encourages well being, teamwork and creativity.

How do you relax outside the office?

Apart from my full time role at TAB, I am also a certified LesMills BodyPump instructor! I love to teach fitness classes over the weekend. In addition, you can find me at least once a week at the movies, having a curry, and running in Primrose Hill. I also love to spend time with my family. Sunday roasts with a full table that continues till early evening are a monthly occurrence.

What does the future hold for TAB?

Where do I start? Further access to the UK property market, where a wider pool of investors will be able to own fractions of property through TAB Property; the opportunity to build a diversified portfolio within the TAB ecosystem; longer term investment, with higher returns and little to no



hassle to investors and A bigger, more diversified team, as recruitment of new staff, continues.

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