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Evan focuses on developing investor relations strategies and tactics for publicly owned and privately held companies in various industries, including technology, financial services, consumer and healthcare. Previously, Evan was a financial journalist in New York and Los Angeles with The Wall Street Journal, The Los Angeles Daily News, and Reuters where he covered publicly traded companies in a wide range of industries and wrote a personal finance column that appeared in newspapers throughout the United States. He sits on the editorial board of the National Investor Relations Institute's industry publication IR Update. Evan obtained a MA in Specialized Journalism from the University of Southern California and a BA in English for the University of Wisconsin-Madison.