



About Michelle Joubert

Michelle Joubert is an experienced Investor Relations strategist who has built a strong reputation for her work with organisations to attract investors, enhance market profile and build positive media coverage.

Michelle is Director of *A Capital Idea*, a Johannesburg-based boutique Investor and Donor Relations consultancy that assists clients to craft and communicate a compelling investment thesis as well as to engage shareholders on the governance factors which play an increasing role in investment decisions.

Michelle's previous role, heading Investor Relations at the Johannesburg Stock Exchange, gave her a strong understanding of the Investor Relations needs of listed companies as well as the concerns of investors into sub-Saharan Africa. There, she ran the JSE's own IR programme as well as offering services to JSE-listed companies. *A Capital Idea* also advises non-profit organisations on Donor Relations, a field closely related to Investor Relations.

She regularly works with clients aiming to improve their media profiles, having started her career as a finance journalist and editor which left her with an insider understanding of newsrooms and a strong sense of what makes news, its impact on stakeholders and how to work with the media.

In 2017, Michelle was selected by the Johannesburg Stock Exchange to train companies on effective investor outreach, particularly in an emerging market environment.

A member of the Investor Relations Society of South Africa and the US-based National Investor Relations Institute, Michelle holds an MBA from the University of Cape Town and an Honours degree in Journalism from the University of Stellenbosch.