



Union Square Advisors is a leading technology-focused investment bank that offers strategic mergers & acquisitions advice and execution, agented private capital financing, and debt capital markets advisory services.

Founded in 2007, with offices in San Francisco and New York, Union Square Advisors works with leading public and private technology companies, private equity, venture capital, and family offices. Our expertise spans many aspects of the technology landscape, including Enterprise Software and Infrastructure, FinTech, HealthTech, Internet+ Digital Media, eCommerce, Consumer Software, AIoT and Industrial Software and other key segments.

KEY THEMES



Customer Engagement

MarTech, SalesTech and Customer Service capabilities focused on optimizing the complete B2B & B2C customer journey



AIoT and Big Data

Technology themes converging as the proliferation of distributed connected devices (IoT, edge) enlarges the digital surface area in which software (AI) can optimize and automate business processes



eCommerce & CX

Brands are flourishing, online consumer behaviors are evolving, and marketers / brands require an omni-channel view of customers driven by AI and deep analytics



Industrial Digitalization

Digital transformation underway for Industrial OEMs & tech in manufacturing and broader industrials sector, creating rapid changes to industries, societal patterns, and processes – catalyzed by increasing interconnectivity, AI and smart automation



HealthTech

Technology that bridges the gap between providers, patients, Pharma, and Payors. Underlying solutions that improve outcomes, decrease costs, and engage patients / members. Shifted emphasis to specialty drugs and personalized medicine



FinTech

Traditional financial services firms face significant pressure to deliver new capabilities across payments, lending, digital currencies, wealth management, GRC and other segments as next-generation players create real disruption



Enterprise Digital Transformation

Digitization of enterprise workflows and increasing cloud adoption within the enterprise



Converged Solutions

Reach critical mass, scalable systems that fit the needs of next-gen applications and data centers



Morphing Security Landscape

New paradigms around threat detection, protection, mitigation and remediation in security

LEADERSHIP

Our senior bankers have a collective 300+ years of experience. Our partners and managing directors are intimately involved in every transaction.



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50+ years of investment banking and advisory experience at Morgan Stanley, Deutsche Bank and Bank of America



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27+ years of technology investment banking and advisory experience at Barclays and Lehman Brothers



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30+ years of Leveraged Finance, Global Credit and Fixed Income with Morgan Stanley, RBC Capital Markets, and Bank of America



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20+ years of technology investment banking and advisory experience at RBC Capital Markets. Earlier, Devon practiced M&A law as an Associate at Wilson Sonsini Goodrich & Rosati.



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18+ years of technology investment banking and principal investing experience at RBC Capital Markets, Goldman Sachs and Raymond James



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35+ year track record providing or privately placing debt and equity financing; former President, North America, of TriplePoint Capital



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17+ years of transaction advisory experience at CODE Advisors, Goldman Sachs, and Ernst & Young



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12+ years in the finance sector with M&A advisory, debt and equity transaction experience across the technology sector at RBC Capital Markets



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13+ years of investment banking experience at Union Square Advisors, focused on buy-side & sell-side transactions and private capital financings in enterprise software



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15+ years of Leveraged Finance experience primarily focused on the technology and consumer industry verticals at Citigroup



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25+ years of investment banking experience, most recently having led the HealthTech practices at Crosstree Capital, JMP, H2C and GCA (d.b.a. Houlihan Lokey)



170+
TRANSACTIONS

TOTALING

\$119
BILLION



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Union Square Advisors LLC,
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Consistently Achieving Optimal Outcomes
for Our Private and Public Technology Clients

Pre-eminent Advisor to the Industry's Highly Active
Buyers Across Corporates and Private Equity Firms

Bringing Clarity to Complex Transactions

Sell-Side

falkonry in its sale to IFS	Paperspace in its sale to Digital Ocean	EVERSIGHT in its sale to instacart	mindful in its sale to Medallia	NeoPhotonics in its \$918M sale to LUMENTUM	MONDEE in its \$967M merger with ITHAX ACQUISITION CORP	zilliant in its sale to MDP	reonomy in its \$202M sale to Altus Group	InsideView in its sale to DEMANDBASE	gearbox entertainment in its merger with EMBRACER+ GROUP for up to \$1.3B
actifio in its sale to Google	xnor.ai in its sale to Apple	inmoment in its majority sale to MDP	springcm in its \$245M sale to DocuSign	Centric Software in its majority sale to DASSAULT SYSTEMES	Lionbridge in its \$435M sale to H. I. G. CAPITAL	INTERACTIVE INTELLIGENCE in its \$1.4B sale to Genesys	Boardvantage in its \$200M sale to Nasdaq	DemandTec in its \$440M sale to IBM	RIGHT HEMISPHERE in its \$380M* sale to SAP

Buy-Side

OSPREY TECHNOLOGY in its \$1.1B merger with BLACK SKY	PERMIRA in its investment in clearwater	fastly in its \$775M acquisition of Signal Sciences	PERMIRA in its majority stake acquisition of lytx	coupa in its \$215M acquisition of exari	GUIDEWIRE in its \$275M acquisition of CYENCE	DELL & SILVERLAKE in the \$67B acquisition of EMC ²	PERMIRA in its \$925M acquisition of ebay enterprise	VISTA EQUITY PARTNERS in its \$720M majority stake acquisition of mediaocean	PERMIRA in their \$5.3B acquisition of Informatica
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Capital Markets

mediafly in its \$80M financing led by BIP VENTURES	SoundHound in its \$125M financing from ATLAS CREDIT PARTNERS	Grove COLLABORATIVE in its \$107M financing from AVENUE CAPITAL GROUP STRUCTURAL CAPITAL SIENA LENDING GROUP	Aspiration / INTERPRIVATE in its capital raise with OAKTREE	Blue Apron in its \$30M debt refinancing from Allianz	TOTANGO in its \$100M growth investment led by Great Hill PARTNERS	AUTHENTICID in its \$100M financing by LONG RIDGE	SEP SUMERU EQUITY PARTNERS in its \$100M investment in social chorus	Informatica Financial Advisor in connection with Credit Facilities of \$2.7B	actifio in its \$100M financing with Crestline
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Union Square Advisors has advised on a coveted list of important transactions, spanning mergers, acquisitions, capital raises and special situations.



* Transaction value per 451 Research The transactions above represent a select sample of our total volume