



Union Square Advisors is a leading technology-focused investment bank that offers strategic mergers & acquisitions advice and execution, agented private capital financing and 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 AI + ML, Enterprise Applications and Data Infrastructure, HealthTech, GRC, Vertical Market Solutions, Retail + eCommerce, Defense Technology, Supply Chain + Logistics, Office of the CFO + Back Office Software and other key segments.

KEY THEMES



Customer Engagement

MarTech, SalesTech, Customer Experience and Customer Support capabilities leveraging AI and data to optimize the complete B2B & B2C customer journeys



AI, Data and Infrastructure

Connecting, integrating and leveraging data distributed across the enterprise and at the edge is dramatically expanding AI use cases for automating business processes



eCommerce & Retail

Brands are flourishing, online and offline consumer behaviors are evolving, and marketers require an omni-channel view of customers driven by agentic AI solutions



Vertical Market Solutions

Next-gen platforms + data infused with AI are the fastest growing area of the software landscape, creating numerous opportunities across a broad range of vertical markets, such as PropTech, Industrials, Hospitality, GovTech and many others



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 and automation of enterprise workflows creating significant productivity and profitability gains



Complex Supply Chains

Increasingly dynamic global supply chains require massive data and analytics that leverage AI to optimize outcomes



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 on Wall Street, including Morgan Stanley, Deutsche Bank and Bank of America



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18+ years of investment banking and advisory experience, most recently with J.P. Morgan, focused on the vertical software, enterprise application software and FinTech sectors

As of October 1, 2025

195
TRANSACTIONS

EXCEEDING

\$120
BILLION

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1 Embarcadero Center
Suite 950
San Francisco, CA 94111
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NEW YORK
1350 Avenue of the Americas
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Consistently Working to Achieve Optimal Outcomes
for Our Private and Public Technology Clients

Trusted Advisor to the Industry’s Highly Active
Buyers Across Corporates and Private Equity Firms

Bringing Clarity to Complex Transactions

Sell-Side

 in its sale to 	 in its sale to 	 in its sale to 	 in its sale to  Waud Capital	 in its sale to 	 in its sale to 	 in its sale to 	 in its sale to 	 in its sale to 	 in its \$918M sale to 
 in its \$202M sale to 	 in its sale to 	 in its sale to 	 in its sale to 	 in its majority sale to 	 in its \$245M sale to 	 in its majority sale to 	 in its \$435M sale to 	 in its \$1.4B sale to 	 in its \$200M sale to 

Buy-Side

 in its majority investment in 	 in its investment in 	 in its \$775M acquisition of 	 in its majority stake acquisition of 	 in its \$215M acquisition of 	 in its \$275M acquisition of 	 in the \$67B acquisition of 	 in its \$925M acquisition of 	 in its \$720M majority stake acquisition of 	 in their \$5.3B acquisition of 
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Capital Markets

 in its \$33M+ financing led by 	 \$165M investment in 	 in its \$105M+ financing from 	 in its \$260M+ financing from 	 in its \$40M growth investment from 	 in its \$460M financing from 	 in its \$80M financing led by 	 in its \$125M financing from 	 in its \$107M financing from 	 in its \$100M financing from 
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Union Square Advisors has advised on a wide variety of important transactions, spanning mergers, acquisitions, capital raises and special situations.



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

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