



Union Square Advisors Expands Capital Markets Practice with Addition of Andrew Samett

Firm Appoints Industry Veteran to Senior Advisor Role

NEW YORK & SAN FRANCISCO, February 21, 2024 - [Union Square Advisors](http://www.usadvisors.com), a technology-focused investment bank, today announced the appointment of capital structure advisory veteran Andrew Samett as a Senior Advisor in its Capital Markets practice. In his role, Samett will work closely with the firm's Capital Markets and M&A advisory teams.

"We are thrilled to have Andrew on board, and we welcome his unique expertise in capital raising and capital structure optimization," said Mike Meyer, CEO and Head of Capital Markets at Union Square Advisors. "I am confident that Andrew will prove to be an invaluable asset to the firm as we continue to provide a fulsome array of Capital Markets and strategic M&A advisory services to our clients."

Samett has over 30 years of experience advising companies in transition, including helping them to amend or repurchase their existing debt and improving the alignment of their organizational, liquidity and capital structure needs. He has advised numerous boards and management teams of companies facing disruptive business and market dynamics, as well as their stakeholders and acquirors. His expertise will support not only the firm's broad Capital Markets practice, but also its M&A advisory team working across all key technology subsectors.

"It is a privilege to work with this team of technology experts as the industry is maturing and reaching a pivotal moment of transition," adds Samett. "I look forward to providing our clients with new and creative solutions as they evaluate their strategic priorities, regardless of the circumstances."

Samett most recently led the Capital Structure Advisory Group as a Managing Director at Truist Securities, where he was responsible for the firm's Liability Management, Ratings Advisory and Special Situations Advisory activities, including restructurings, distressed M&A and bespoke financing solutions. He has also led similar advisory practice groups at Lazard Middle Market and Bear Stearns, and was a senior member of the Restructuring Group at Rothschild Inc.

About Union Square Advisors

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 & Industrial Technology and other key segments. Since inception, Union Square Advisors has advised on more than 175 strategic and financing transactions, valued in excess of \$120B. For more information, please visit <http://www.usadvisors.com>. Member FINRA and SIPC.

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