



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 Technology 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.



**Carter McClelland, Chairman and Co-Founder**  
carter.mcclelland@usadvisors.com  
212-376-1750  
50+ years of investment banking and advisory experience on Wall Street, including Morgan Stanley, Deutsche Bank and Bank of America



**Ted Smith, President and Co-Founder**  
ted.smith@usadvisors.com  
415-501-8007  
30+ years of technology investment banking and advisory experience at Morgan Stanley, Deutsche Bank and Credit Suisse



**Mike Meyer, Chief Executive Officer, Head of Capital Markets**  
michael.meyer@usadvisors.com  
212-376-1725  
30+ years of leveraged finance, global credit and fixed income with Morgan Stanley, RBC Capital Markets and Bank of America



**Wayne Kavarabayashi, Chief Operating Officer, Head of Mergers & Acquisitions**  
wayne.kavarabayashi@usadvisors.com  
212-376-1730  
28+ years of technology investment banking and advisory experience at Barclays and Lehman Brothers



**Devon Ritch, Partner, Mergers & Acquisitions**  
devon.ritch@usadvisors.com  
415-501-8040  
19+ years of technology investment banking and advisory experience at RBC Capital Markets; practiced M&A law as an Associate at Wilson Sonsini Goodrich & Rosati



**Andrew Atherton, Partner, Software**  
andrew.atherton@usadvisors.com  
415-501-8022  
19+ years of technology investment banking and principal investing experience at RBC Capital Markets, Goldman Sachs and Raymond James



**Dean Riskas, Vice Chairman**  
dean.riskas@usadvisors.com  
415-501-8080  
35+ year track record providing or privately placing debt and equity financing; former President, North America, of TriplePoint Capital



**Phillip Kim, Managing Director, Mergers & Acquisitions**  
phillip.kim@usadvisors.com  
212-376-1777  
18+ years of technology investment banking and advisory experience at Greenhill & Co., Lehman Brothers and Deutsche Banc Alex. Brown



**Emily Anderson, Managing Director, Head of Sponsor Coverage**  
emily.anderson@usadvisors.com  
415-501-8045  
18+ years of transaction advisory experience at CODE Advisors, Goldman Sachs and Ernst & Young



**Will Andereck, Managing Director, Software**  
will.andereck@usadvisors.com  
415-501-8023  
13+ years of technology investment banking and advisory experience at Union Square Advisors focused on the enterprise software sector



**Todd Holman, Managing Director, Internet & Digital Media**  
todd.holman@usadvisors.com  
415-501-8025  
13+ years of technology investment banking and advisory experience at RBC Capital Markets



**Zeke Navar, Managing Director, Head of HealthTech**  
zeke.navar@usadvisors.com  
415-501-8030  
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)



**Christopher Appaneal, Managing Director, Software**  
christopher.appaneal@usadvisors.com  
212-376-1770  
14+ years of M&A and capital advisory experience focused primarily on the enterprise software and data & analytics sectors at TD Securities, Raymond James and Bank of America Merrill Lynch



175+  
TRANSACTIONS

EXCEEDING

\$120  
BILLION



SAN FRANCISCO

1 Embarcadero Center  
Suite 950  
San Francisco, CA 94111  
415.501.8000

NEW YORK

1350 Avenue of the Americas  
Suite 700  
New York, NY 10019  
212.376.1700

www.usadvisors.com

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Member of FINRA and SIPC.











































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

 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 \$967M merger with 	 in its 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 	 in its \$440M sale to 	 in its \$380M* 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 \$460M financing from 	 in its \$40M growth investment from 	 in its \$80M financing led by 	 in its \$125M financing from 	 in its \$107M financing from 	 in its \$100M growth investment led by 	 in its \$100M financing by 	 in its \$100M investment in 	 Financial Advisor in connection with Credit Facilities of \$2.7B	 in its \$100M financing with 
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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