



Union Square Advisors Promotes Will Andereck to Partner

NEW YORK and SAN FRANCISCO, Feb. 5, 2025 – [Union Square Advisors](http://www.usadvisors.com), a technology-focused investment bank, today announced that Will Andereck has been promoted to Partner. Andereck joined Union Square Advisors in 2009, where he focuses on the MarTech, SalesTech, Contact Center and HCM / Talent Management markets.

“Will is a tremendous advisor to companies and one of the best examples of homegrown talent at the firm,” commented Ted Smith, President and Co-founder, Union Square Advisors. “Over the past sixteen years, his commitment to our work and clients, our culture and our company growth has been unwavering. I could not be prouder to call him my partner.”

During his career, Andereck has completed a wide range of public and private M&A and private placement transactions including sell-side, buy-side, cross-border, corporate divestitures, restructuring and fairness opinions.

“Union Square Advisors is dedicated to maximizing outcomes for our clients, while fostering career development for our people,” commented Andereck. “I am eager to continue my commitment to both, and I look forward to contributing to the future success of the firm.”

Prior to joining Union Square Advisors, Andereck held positions at Morgan Stanley and Franklin Templeton Investments. Andereck graduated with a B.A. in Economics and History from Vanderbilt University. Since 2013, he has served on the Board of Directors of the San Francisco Zoological Society. He is based in San Francisco.

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, GRC, Back-Office Software and other key segments. Since inception, Union Square Advisors has advised on more than 190 strategic and financing transactions, valued in excess of \$120B. For more information, please visit <http://www.usadvisors.com>.

Union Square Advisors LLC is a member of FINRA and SIPC.

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