



Lori L. Waldron

Non-Lawyer Professional

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Lori Waldron is the Director of Project Management. She prepares and monitors clients' project plans and budgets, streamlining firm resources to provide single-source transaction services. She has 20 years of law firm experience with extensive technology and practice management skills that enhance our clients' overall experience. She utilizes legal process design to deliver optimal solutions and efficiency in deal execution that is in line with clients' expectations.

Representative Experience:

- Managed the client engagement, pricing and workflow processes for a turnkey buy-side acquisition transaction for a closely-held food processing company. Our in-house multidisciplinary M&A advisory team set pricing, structured the transaction, secured all funding and performed all legal services.
- Project, pricing and client relations manager for a \$6.5M sell-side advisory transaction involving a privately-held company selling to a public buyer. Our M&A team acted as the sole financial and legal advisor to the seller. Led efforts to source private equity and synergistic buyers, assisted with the preparation of the sale pitch book, benchmarked value and conducted a negotiated auction. Our turnkey process resulted in a sale to a synergistic buyer at a price 20% higher than offered by others.
- Project manager and client liaison for a combined outside investment banking and internal legal team that executed a shareholder buyout, senior debt placement and mezzanine investment in a \$60M management buyout supported by a private equity sponsor.
- Project managed and prepared all due diligence and schedules for a structured turnaround of a closely-held steel coating business, in a 60-day period that enabled a private equity investment need for future growth. Executing this deal led to our team winning the TMA Chicago/Midwest Small Transaction of the Year Award, 2014.

Lori is very involved in the business and legal community. She serves on the Economic Development Policy Committee of the Waukesha County Business Alliance, is a member of the Dairy Business Association and a member of the Association of Legal Administrators. She served on the Board of Directors (2014-2016) of the Wisconsin Association of Legal Administrators.

Lori's certifications include the Principles of Management Certification from MRA - Institute of Management, Inc. and a Leadership Certificate from the University of Wisconsin-Waukesha (in conjunction with the Waukesha County Business Alliance).

Practice Areas:

- Capital Markets
- Mergers and Acquisitions
- vonBriesenOneSource

Education:

- Cardinal Stritch University, B.S.B.A., *summa cum laude*, 2016
- Cardinal Stritch University, A.S.B.M., *summa cum laude*, 2014

Bar Admissions:

- Director of Project Management