**ANDREW D. SIEGEL**

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# PROFESSIONAL EXPERIENCE

ADVANCE PUBLICATIONS, INC., New York, NY 2010 – 2017

## President, Growth Strategies Group, American City Business Journals

## Executive Vice President, Strategy and Corporate Development

* Launched new corporate development function and team for the leading privately owned media holding company, with portfolio assets including Conde Nast, Discovery Communications, Charter Communications, and Reddit.
* Designed a corporate portfolio review process and introduced strategic framework to prepare the company for transformation.
* Created a highly successful and well-regarded venture capital and growth equity investment platform, with $300MM deployed.
* Responsible for origination and execution of multiple acquisitions and dispositions, stand-alone and across all operating units.
* Developed and managed investment banking and co-investor relationships.
* Multiple board member or observer responsibilities.

Key Accomplishments:

* $9 billion value protection and enhancement for Advance in MVPD sector consolidation.
* Investment portfolio to 3.2x MOIC valuation (exits include IPO of Farfetch.com).
* Spinout of reddit.com from Condé Nast, unlocking $1B+ in value.
* Business plan for Condé Nast expansion into digital video, television and filmed entertainment (Conde Nast Entertainment).
* Foreign market investments, JV’s and acquisitions, including China.

YAHOO! INC., Sunnyvale, CA 2009 – 2010

## Vice President, Corporate Development

* Recruited to direct M&A, JVs and investments for turnaround team in September 2009 (by CFO, a GE colleague).
* Managed a 13-person direct staff that expanded to 50+ during transactions.
* Implemented cross-company M&A and integration processes and training programs.
* Constructed strong internal relationships across business unit boundaries through ownership, execution and service.
* Managed multiple banking relationships.

Key Accomplishments:

* Formal processes, rhythms and metrics for deal origination, execution and integration.
* Divestitures resulting in $300MM gains and $30MM annual income, and completed three acquisitions.
* VC relationships with key partners of Top 30 firms in SF, NY, LA, and Boston.
* M&A pipeline to 600 identified targets.

**GENERAL ELECTRIC COMPANY**, Fairfield, CT 2004 - 2009

## Senior Managing Director, Sponsor Business Development, GE Capital (2007 - 2009)

* Managed a 10-person M&A staff as part of the senior leadership team of Global Sponsor Finance.
* Differentiated and created value from GE’s relationships with financial sponsors by originating joint opportunities.

Key Accomplishments:

* Multiple collaborations between GE, private equity, hedge funds and other partners that created deal flow, principal investment

and lending opportunities.

* + self-funding of growth through non-core dispositions to sponsors
  + infrastructure and industrial bolt-ons from PE portfolios
  + joint investments and structured partnerships

## General Manager, Global Business Development (2004 - 2007)

* Served as a senior M&A and strategy advisor to two direct reports of the company’s Chairman and CEO.
* Responsible for identifying white space growth opportunities, as well as adjacency acquisitions in infrastructure businesses.

Key Accomplishments:

* $5B acquisition of Smiths Aerospace (3rd largest GE industrial acquisition), critical in diversifying GE Aviation.
* Simultaneous acquisition of Asian and European JV interests in GE Advanced Materials from Toshiba and Bayer, enabling

$5B sale of the entire global unit to Apollo Management.

**INVISION TECHNOLOGIES**, Newark, CA 2002 - 2004

## Senior Vice President, Corporate Development

* Crafted and executed growth and finance strategy that helped company develop into Fortune Magazine’s Fastest Growing Company for two consecutive years.
* Originated four acquisitions, several principal investments and one disposition.
* Recruited to join GE executive band upon the Company’s acquisition, the only InVision senior executive so selected.

Key Accomplishments:

* $1B sale to GE at a 33% one-week premium.
* Execution of capital markets transactions that generated $250M in proceeds from stock and bond issuances.
* Design and implementation of strategic planning, deal approval, and acquisition integration processes.

**MERRILL LYNCH & CO.**, Palo Alto, CA 2000-2002

## Vice President, Technology Investment Banking

* Provided strategic advisory services to a range of clients in the technology, media and telecommunications industries.
* Established high-quality network of industry relationships

# PREVIOUS PROFESSIONAL EXPERIENCE INCLUDES:

**WARP DRIVE NETWORKS,** San Jose, CA

## Founder

**GEOTEK COMMUNICATIONS, INC.,** New York, NY

## General Counsel, VP of Business Development

**SKADDEN ARPS SLATE MEAGHER & FLOM,** New York, NY

## M&A Associate

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| **EDUCATION AND CREDENTIALS** |  |
| M.A., Jewish Theological Seminary (in process – degree expected 2019)  J.D., New York University School of Law |  |
| B.A., Newhouse School, Syracuse University  Previous professional licenses: NASD Series 7, 63; New York State bar |  |