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Baird and BR Partners Announce Investment Banking Alliance

# Baird and BR Partners Announce Investment Banking Alliance

**Chicago, June 1, 2016** – [Baird](#), an employee-owned, international financial services firm, and [BR Partners](#), a leading independent investment bank in Brazil, today announced a strategic alliance for investment banking services, with an initial focus on cross-border mergers & acquisitions (M&A) between Brazil and Europe, and Brazil and the U.S. Through the alliance, the two leading investment banks will enhance their respective M&A offerings by leveraging each bank's strong knowledge and deep corporate relationships within each's respective regions.

Baird and BR Partners have had a strong working relationship for the past several years. Most notably, last year the two firms co-advised Affinia Group Inc. on the sale of its Affinia South America business. This new investment banking alliance formalizes the strong, existing working relationship the two firms have.

Brian McDonagh, Co-Head of Global Investment Banking and Co-Head of Global M&A at Baird said: "We are delighted to be partnering with BR Partners, a firm that shares our partnership and clients-first approach to running the business. This strategic alliance broadens Baird's global footprint, further expands our international reach and enhances our overall M&A franchise by strengthening our ability to serve clients around the world. Along with our existing partnerships with firms in India and Australia, as well as our growing global network of Baird bankers on three continents, this alliance is another example of how Baird continues to invest in its global investment banking platform."

Commenting on the alliance, Ricardo Lacerda, CEO and Founding Partner at BR Partners, said: "It is a pleasure to extend our relationship with Baird to an alliance between two firms that share the same values and are both recognized by being a trusted advisor to their clients. We look forward to better serve our clients through this alliance and help them take advantage of the growing opportunities for cross-border transactions."

Baird is a leading global investment bank focused on the middle market. Approximately 260 investment banking professionals in the U.S., Europe and Asia provide corporations, entrepreneurs, private equity and venture capital firms with in-depth market knowledge and extensive experience in merger and acquisition, debt advisory and equity financing transactions. The firm has established alliances and partnerships with investment banks in India, Australia, and now with BR Partners in Brazil, enhancing its global platform. Since 2011, Baird has completed nearly 400 advisory transactions representing more than \$94 billion in transaction value and 530 financings raising \$151 billion.

Since its formation in 2009, BR Partners has established itself as a leading investment bank in Brazil, advising on more than 60 transactions worth over R\$60 billion. The firm offers a large variety of financial services and focuses on long term relationships with its clients. Established by Ricardo Lacerda, BR Partners serves the needs of entrepreneurs and companies, without any conflict of interest. Based on a meritocratic partnership model, BR Partners relies on a solid capital base, through the investments of our managing partners and financial investors – entrepreneurs and families from different sectors of the economy.

**About Baird**

Baird is an employee-owned, international wealth management, capital markets, private equity and asset management firm with offices in the United States, Europe and Asia. Established in 1919, Baird has more than 3,300 associates serving the needs of individual, corporate, institutional and municipal clients. Baird has more than \$151 billion in client assets. Committed to being a great place to work, Baird ranked No. 6 on FORTUNE's 100 Best Companies to Work For in 2016 – its 13th consecutive year on the list. Baird's principal operating subsidiaries are Robert W. Baird & Co. in the United States and Robert W. Baird Group Ltd. in Europe. Baird also has an operating subsidiary in Asia supporting Baird's investment banking and private equity operations. For more information, please visit Baird's Web site at [www.rwbaird.com](http://www.rwbaird.com).

**About BR Partners**

BR Partners is a full service investment bank in Brazil offering a broad range of products and services. Established in 2009, BR Partners has become one of the leading independent investment banks in Brazil with more than 100 associates working on advisory services, capital markets, private equity, asset management and sales & trading for corporate and institutional clients.

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For 13 years, Baird has been honored among FORTUNE's 100 Best Companies to Work For<sup>®</sup>, ranking No. 6 in 2016. [FIND YOUR CAREER >](#)



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