Amanda Norcross

SHAREHOLDER

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Amanda Norcross is a trusted advisor to companies entering into complex business transactions and provides clients with immediate and long-term solutions to various matters. She focuses her practice on mergers and acquisitions for private companies across a diverse array of industries.

Amanda primarily focuses on supporting companies as they grow through acquisition and supporting owners of privately held business as they navigate the strategic sales process.

In addition, Amanda supports clients through all phases of the business life cycle, from entity selection and formation, capital or debt raises through succession planning, sale and/or dissolution and the governance and commercial needs in between.

Amanda's practice encompasses a full range of transactions, including:

- Sell-Side Engagements
- Buy-Side Engagements
- Capital Raises

Amanda represents clients in a variety of industries, including Staffing, Health Care IT and Health Care, Technology, Business Services, and Manufacturing and Distribution.

Education

- University of Georgia School of Law (J.D., *cum laude*, 2005)
  - Member of the Georgia Law Review
- Georgia Institute of Technology (B.S., *highest honors*, 2002)

Bar Admissions

- Georgia

Memberships

- Kate's Club Board Chair, 2022-present

Capabilities

- Corporate & Transactional
- Mergers, Acquisitions & Divestitures
- Private Equity - Mergers & Acquisitions
- Private Equity
- Public Company M&A, Going Private & Other Transactions
- Special Situations Investing & Workouts

- Kate's Club, 2018-present, Board Member
- Co-Chair, Kate's Club Memory Walk, 2019
- Vistage

Recognition

- Selected for *Best Lawyers*® "Lawyer of the Year" in Atlanta, Georgia, for Venture Capital Law, 2023, 2026
- Selected for inclusion in *Best Lawyers in America*® for:
    - Corporate Law, 2023-2026
    - Mergers and Acquisitions Law, 2023-2026
    - Venture Capital Law, 2021-2026
- Selected as "2019 Georgia Trailblazer" by the Daily Report, an ALM publication
- Recipient of the "2019 Emerging Leaders Award" from The M&A Advisor

Matters

Staffing Industry

- Acquisition of a clinical/scientific staffing business by a public company
- Sale of developer of workforce management solution to private equity buyer

Health Care IT and Health Care Industries

- Minority recapitalization (partial sale) of a health care IT business financed by an independent sponsor, a private equity company and a senior lender
- Sale of pharmaceutical waste disposal device manufacturer to strategic buyer
- Sale of population health management company to strategic buyer
- Sale of cardiac monitoring device manufacturer to strategic buyer
- Represented public company in divestiture of health care packaging business
- Acquisition of company providing marketing consulting services and analytics to pharmaceutical and biotechnology company
- Sale of business that develops health care benefits eligibility and selection software to a private equity-backed strategic buyer after satisfying another potential buyer's right of first refusal
- Sale of recovery audit services company to private equity firm
- Sale of trauma and addiction treatment center to strategic buyer
- Acquisition of specialty needle manufacturer by public company strategic buyer
- Acquisition of guide wire and introducer manufacturer by public company strategic buyer

Sell-Side Engagements

- Sale of 7 condo-hotel units to strategic buyer
- Sale of semiconductor manufacturer to strategic buyer
- Sale of marketing services business to strategic buyer
- Sale of consumer products business to strategic buyer
- Sale of a youth sports training business to a strategic buyer, by means of a tax-deferred merger
- Sale of a business providing enterprise content management software, SaaS solutions and related services to a private equity group, with a tax-deferred equity

rollover
- Sale of automotive parts manufacturer to strategic buyer
- Management-led private equity majority recapitalization of affiliated companies in the online B2B incentive program business
- Recapitalization of a business which provides a cloud-based dataset for business development professionals, financed by private equity groups and a mezzanine lender
- Sale of luxury resort to private equity group
- Sale of a business in the fire and life safety industry, to a private equity-backed strategic buyer, with a tax-deferred equity rollover
- Sale of designer, fabricator and installer of luxury kitchen and bathroom countertops to private equity-backed strategic buyer
- Leveraged recapitalization of high-end tile distributor
- Sale of agribusiness that is Georgia's largest peach producer to private equity group
- Leveraged recapitalization of provider of design, engineering and project management for workplace technologies
- Sale of payments and document imaging company to private equity- backed strategic buyer
- Sale of telecommunications retail stores to strategic buyer
- Sale of technology enabled services business to private equity-backed strategic buyer
- Sale of agribusiness that is one of Georgia's largest peach and pecan producers to private equity group
- Represented selling partner in the hospitality software industry under a mandatory buy-sell provision
- Sale of distressed family-owned specialty uniform manufacturer and distributor to a private equity-backed strategic buyer
- Sale of a master distributor, supplier and wholesaler of fittings, flanges and valves to strategic buyer
- Sale of 27 franchised quick service restaurants to strategic buyer
- Sale of vacation rental property management software business to a publicly traded strategic buyer
- Sale of provider of advanced electronic manufacturing and technology services to strategic buyer

Buy-Side Engagements

- Acquisition of drilling and blasting company by a strategic buyer
- Acquisition of emergency vehicles distributor by a strategic buyer
- Acquisition of accounting and finance services firm for private equity-backed strategic buyer
- Management buyout of two construction companies
- Acquisition of a biotech division of a distressed company
- International joint venture to develop and operate a state-of-the-art steel processing and distribution center
- Acquisition of transportation and logistics technology solutions company for strategic buyer
- Acquisition of financial wellness SaaS business
- Acquisition of technology enabled services business to expand geographic footprint to Europe

Capital Raises

- Represented genetics testing business in connection with common stock financing
- Represented SaaS business in connection with Series Seed financing
- Represented transportation and logistics software solutions company in Series A

financing

- Represented inventory management and order fulfillment software platform company in Series A financing
- Represented fabless semiconductor manufacturer in Series A financing
- Represented co-working space company in Series A financing