



## *The Los Angeles Business Journal Presents the Inaugural 2025 M&A Awards*



Navigating a successful merger or acquisition is a complex, high-stakes process that requires careful planning, collaboration and expertise

across multiple disciplines. Whether the goal is growth, market expansion, or operational synergies, the M&A process begins with a clear strategic ra-

tionale. Companies must first define their objectives — such as acquiring new technologies, expanding geographically, or increasing market share — and

ensure the deal aligns with long-term business goals. The process typically starts with due diligence, which involves thoroughly evaluating the target company's financials, operations, legal obligations, intellectual property, culture and potential risks. This step is critical for uncovering liabilities and validating the target's valuation. A detailed integration plan should also be drafted early, ensuring that operational, technological, and cultural integration are well thought out before the deal closes.

A successful M&A relies on assembling the right team of professionals, each bringing unique expertise to the table. The executive leadership team sets the vision, provides decision-making authority, and champions the deal internally. Corporate development or strategy teams manage the overall process, identify potential targets, and coordinate communications between stakeholders.

Legal counsel plays a key role by drafting and negotiating agreements, ensuring regulatory compliance, and mitigating legal risks. Financial advisors or investment bankers often guide valuation, structure the transac-

tion, and manage negotiations. Accountants and tax professionals conduct financial due diligence, analyze historical performance, and design tax-efficient deal structures to maximize value.

Ultimately, a successful M&A is not just about closing the deal but about realizing the anticipated value after integration. Organizations that invest in robust planning, assemble a skilled cross-functional team, and maintain clear communication are better positioned to achieve a smooth transition and unlock the full potential of the transaction. The process is demanding, but with the right team and strategy, it can be a transformative opportunity for growth and innovation.

The Los Angeles Business Journal, in partnership with ACG Los Angeles, proudly presented the inaugural 2025 M&A Awards — an evening dedicated to honoring the transactions and professionals shaping Southern California's dealmaking landscape.

This program celebrated both the Deals of the Year, recognizing standout mergers and acquisitions that demonstrate strategic vision and market impact, and

the Dealmakers of the Year, highlighting the attorneys, lenders, investment bankers, private equity leaders, and due diligence professionals for their overall impact to successful M&A activity.

Among the highlights of the evening was a special recognition for the 2025 M&A Industry Icon Award Honoree, Lloyd Greif, Founder and CEO of Greif & Co.

We thank RSM US LLP and Veld Mergers & Acquisitions for supporting this special event as Diamond sponsors. Their expert insights can also be found in these pages. We also thank Gold sponsors Glaser Weil; Milbank LLP; and Sheppard Mullin. We are also grateful to Cascadia Capital for serving as our beverage sponsor for the event as we honored and celebrated the visionaries and game-changers driving Los Angeles's vibrant M&A ecosystem.

# DEALMAKER OF THE YEAR



**M&A INDUSTRY ICON AWARD HONOREE**

## LLOYD GREIF

CEO  
Greif & Co.

Lloyd Greif founded Greif & Co. in 1992 following a successful, decade-long investment banking career as vice chairman of Sutro & Co. Incorporated, the oldest investment banking firm in the West, where he was head of the investment banking division and a member of the five-person Management Committee that ran the firm.

In 1997, he founded the Lloyd Greif Center for Entrepreneurial Studies at USC's Marshall School of Business. The Greif Center is consistently ranked among the top five entrepreneurial studies centers in the world.

Greif and his firm, Greif & Co., have earned a reputation for having a hands-on, founder-focused approach to investment banking, particularly in advising entrepreneurs and privately held middle-market growth compa-

nies during critical, often emotionally and financially complex, transactions. Greif & Co.'s historic and recent transactions (including those in 2025) reveal consistent themes on how the firm adds value and overcomes challenges.

Greif & Co. is extremely active, closing multi-billion-dollar take-privates with PE sponsors such as Skechers U.S.A.'s \$9.7-billion sale to 3G Capital and advising growth-stage businesses. Greif himself is not just a dealmaker – he is an influential voice in sector trends, especially in media/M&A. His firm's niche remains advising entrepreneurial, mid-market and family-owned companies across diverse industries, from food to film.

Many clients are first-time sellers unfamiliar with legal, financial and tax implications. Greif's approach is to offer "concierge-level" guidance, coordinating attorneys, accountants, estate planners and family advisors. As a result, he and his team are able to keep clients protected and informed while avoiding costly post-closing issues.