# Jeffrey A. Brill

Skadden

Partner, New York

Mergers and Acquisitions; Fintech; Financial Institutions; Sports

T: 212.735.2587
jeffrey.brill@skadden.com

**Education**
J.D., Cornell Law School, 1998
(Managing Editor, *Cornell Law Review*)

B.A., Colgate University, 1993
*(magna cum laude)*

**Bar Admissions**
New York

**Associations**
Member, Board of Directors,
National Academy Foundation

**Selected Publications**
"Testing the Waters — The SEC's Feet Go from Wet to Cold," 83 *Cornell Law Review* 464 (1998)

"The Status of the Duty to Update," 7 *Cornell Journal of Law & Public Policy* 605 (1998)

"The Modernization of the US Bank Merger Review Process Begins," *Skadden Publication*, September 20, 2024

"How 2025 is Shaping the Future of Bank Mergers So Far," *Law360*, March 19, 2025

"The Long-Anticipated Wave of Bank Consolidation Starts to Break," *Westlaw Today*, February 2026, and *Skadden's 2026 Insights*, January 13, 2026

Jeffrey Brill has a diverse practice, primarily concentrating on mergers and acquisitions, other corporate and commercial transactions and corporate law matters. He is co-head of Skadden's Financial Institutions Group and co-head of the M&A Group in New York.

Mr. Brill is also co-head of Skadden's global fintech practice, which repeatedly has been named a *Law360* Practice Group of the Year, including from 2022-25.

Mr. Brill has represented public and private clients in a broad variety of U.S. and international transactions, including negotiated and contested acquisitions, dispositions, mergers, auctions, carve-outs, strategic investments, recapitalizations, reorganizations, joint ventures, partnerships, and other corporate and commercial transactions. He also represents clients in connection with various corporate matters, financings and corporate governance.

Mr. Brill has served on the firm's Policy Committee, its top governing body. He also is the co-coordinator of the firm's global alumni program.

In recognition of his work, Mr. Brill has been:

- ranked repeatedly in *Chambers* in multiple categories (including Band 1 for Fintech (Corporate, Securities & Financing), in which clients describe him as an "outstanding strategic legal adviser" and an "incredible lawyer" with a "keen sense for spotting, and more importantly, resolving even the most difficult issues," *The Best Lawyers in America*, *The Legal 500* and *IFLR1000*
- honored as one of *Lawdragon*'s 500 Leading Lawyers in America and 500 Leading Dealmakers in America
- named a 2023 Dealmaker by *MergerLinks* and a 2022 Fintech MVP by *Law360*
- selected for inclusion in *Lexology Index: Banking & Fintech*
- named one of the best blockchain lawyers by Identity Review, a global technology think tank, and a *Sports Business Journal* Power Player in Sports Law (Platinum Tier)
- previously honored by *Investment Dealers' Digest* as one of the Forty Under Forty top dealmakers in the country, one of only six attorneys to receive such recognition, and by The M&A Advisor with 40 Under 40 accolades

Mr. Brill has advised clients in a wide range of industries, including the following representations:

**Fintech; Data and Analytics; Market Infrastructure**

- founders/shareholders and executives of **Brex** in connection with its acquisition by Capital One Financial (the largest fintech acquisition by a bank in history)
- **S&P Global** in its:
  - sale of its EDM and thinkFolio businesses to STG Partners
  - sale of its Engineering Solutions business to funds managed by KKR
  - acquisition of Visible Alpha
- **CME Group** in the sale of OSTTRA, its joint venture with S&P Global, to funds managed by KKR
- **Acrisure** in its acquisition of Heartland Payroll Solutions

- **Pagaya Technologies Ltd.** in its business combination with EJF Acquisition Corp.
- **Betterment** in its acquisition of Makara
- **iCapital** in its acquisition of SIMON Markets
- **Hopper** in the sale of certain assets and technology to Capital One Financial
- **Valar Ventures** in its sale of ordinary shares in Wise plc
- **Zip Co Limited**, an Australian public company, in its announced acquisition of Sezzle and its acquisition of QuadPay
- **Nasdaq** in its:
  - acquisition of Level ATS
  - sale of Simplitium to Verisk Analytics
  - sale of Solovis to Insight Partners
  - carve-out sale of its U.S. fixed-income electronic trading business to Tradeweb Markets
  - carve-out acquisition of the eSpeed platform for electronic trading in U.S. Treasury securities from BGC Partners, an affiliate of Cantor Fitzgerald
  - spin-off of its private market trading platform to create Nasdaq Private Markets, a joint venture with SVB Financial Group, Citigroup, Goldman Sachs and Morgan Stanley
  - sale of International Derivatives Clearing Group to LCH. Clearnet Group via merger
  - strategic investment in LeveL ATS and the subsequent merger of LeveL ATS and Luminex
- **North American Bancard** in connection with its:
  - acquisitions of Signature Payments and CardWorks Acquiring
  - agreement with Apple to provide the "Tap to Pay" solution on the iPhone
- **Polypaths**, a provider of fixed-income and structured finance analytics and risk management solutions for financial institutions, in connection with its sale to Numerix, a portfolio company of Genstar Capital
- **Citigroup/Citibank, N.A.** in numerous commercial and strategic transactions, including its:
  - digital lending partnership with Amazon.com to offer Citi cardholders alternative payment plans when making purchases on Amazon.com
  - spin-out of the "Bridge built by Citi" digital platform to Foro Holdings, including an investment in Foro
  - establishing a service offering to custody and settle digital assets for its customers, including agreements with multiple leading technology providers to financial institutions
  - partnership with Covr Financial Technologies to offer insurance and long-term care solutions to Citi's clients via Covr's digital insurance platform
  - carve-out sales of its (a) fixed-income analytics and index businesses, including The Yield Book and the World Government Bond Index, to the London Stock Exchange Group (LSEG), and the extension of its strategic partnership, including a customer agreement, with LSEG with respect to financial models, analytics and model infrastructure; (b) worldwide prepaid cards business to an affiliate of Wirecard AG; and (c) equities market-making business of Automated Trading Desk Financial Services to Citadel Securities
  - acquisition of Automated Trading Desk
  - investments in KomGo S.A. and Defacto
- **Citi Ventures** in the formation of, and investment in, Ensemble Technologies and the spin-out of assets to, and initial acquisition of common stock of, Worthi
- **The Sage Group plc** in its acquisitions of:
  - Lockstep
  - Fyle
  - Intacct
- **Total Merchant Services** in its acquisition by North American Bancard and dividend recapitalization

Other fintech clients have included **ACI Worldwide**, **Bilt**, **CoinZoom**, **Dave**, **Mercury Technologies**, **Open Lending**, **Paxos**, **Pico** and **Super.com**.

### Financial Services and Specialty Finance

For more than two decades, Mr. Brill has been a trusted adviser to longstanding financial institutions clients — including **Citigroup**, **Credit Suisse**, **Discover**, **JPMorgan**, **Nasdaq**, **Santander** and **Wells Fargo** — on dozens of corporate and commercial transactions. His representations have included:

- **Bank of Hope** in its pending acquisition of the commercial banking unit of SMBC MANUBANK
- **Discover Financial Services** and **Discover Bank** in the sale of Discover Bank's private student loan portfolio to affiliates of Carlyle and KKR
- **Stonepeak Partners** in its pending acquisition of the transportation finance and vendor finance businesses of Bank of Montreal
- **Brookfield Infrastructure Partners** in its joint venture with GATX Corporation and acquisition of the equipment leasing business, including its rail operating lease portfolio, from Wells Fargo
- **Renasant Corporation** in its acquisition of The First Bancshares via a stock merger
- **Wells Fargo & Company/Wells Fargo Bank** in connection with its:
  - carve-out sale of certain assets of Wells Fargo Asset Management, related legal entities and its collective investment trust business to Allspring Global Investment, which was formed by GTCR and Reverence Capital Partners (recognized as Deal of the Year (Large) at the 2022 Americas M&A Atlas Awards)
  - sale of its private student loan portfolio to a group of investors, with Firstmark, a division of Nelnet, to service the portfolio. The loans were subsequently securitized by Apollo Global Securities, Blackstone Securities Partners and various financial institutions
  - carve-out sale of its Institutional Retirement & Trust business to Principal Financial Group
- **Citigroup/Citibank, N.A.** in numerous strategic transactions, including in the:
  - sale of AO Citibank, Citi's former Russian subsidiary, to Renaissance Capital
  - sale of 25% of the equity of Grupo Financiero Banamex, S.A. to a company wholly owned by Fernando Chico Pardo and family members
  - separation of its institutional banking business from Banamex, which operates Citi's consumer, small and middle market businesses in Mexico
  - acquisition of Deutsche Bank Mexico to facilitate the exit of the consumer, small business and middle-market banking operations of Citibanamex and Citi's ability to continue its institutional operations in Mexico
  - sale by Citi's subsidiary, AO Citibank, of a portfolio of ruble-denominated personal installment loans to Uralsib, and transfer by AO Citibank to Uralsib of a portfolio of ruble-denominated credit card balances, as part of Citi's previously announced wind-down of its operations in Russia
  - sale of its margin foreign exchange business to affiliates of FXCM and Saxo Bank
  - sale of its mutual fund transfer agency business to affiliates of SunGard Data Systems
  - sale of its wealth management services business to affiliates of Genpact Limited
  - sale of The Travelers Insurance Company, The Travelers Life and Annuity Company and other insurance businesses to MetLife
  - sale of CitiStreet LLC to ING Group
  - restructuring of the CitiFinancial consumer finance business (now OneMain)
  - global agreements with American Express GBT regarding business travel
- **Santander Bank** on separate sales of portfolios of various auto and consumer loans to a private equity firm and a bank
- **The Bank of New York Mellon**, **Computershare**, **Clearstream**, **Deutsche Bank**, **HSBC**, **JPMorgan Chase** and **State Street** in connection with their investment in Proxymity spun out by Citigroup
- **Nasdaq** in:
  - the carve-out sales of its public relations solutions and digital media services businesses to West Corporation, an Apollo Global Management portfolio company
  - an offer to acquire all of the shares of the publicly traded Norwegian stock exchange, Oslo Børs VPS Holding ASA, following Euronext NV's unsolicited offer
  - its acquisition of Marketwired, a global provider of news distribution services and analytics
- **the special committee of the board of directors of National Holdings** in the company's acquisition by B. Riley Financial
- **Primerica**, the largest independent financial services marketing company in North America, in its restructuring and initial public offering, and in the sale of a significant equity stake to private equity funds controlled by Warburg Pincus LLC. Mr. Brill's role on this transaction was featured in the *Financial Times*' inaugural U.S. Innovative Lawyers report, which ranked Skadden as the top firm in the country for innovation in the legal sector and in the financial services category
- **The PMI Group** in connection with a significant equity investment in PMI by funds affiliated with the Blackstone Group
- **Citigroup Global Markets**, as financial advisor to The New York Stock Exchange, in connection with a series of mergers with Archipelago Holdings

**Software and Technology**

- **Astreya Partners** in its sale to Cognizant
- **Citibank** in the acquisition of certain assets and technology from a software provider
- **Information Builders** in its acquisition by TIBCO Software
- **Nasdaq** in its:
  - sale of its Metrio sustainability reporting platform to osapiens
  - acquisition of Boardvantage via merger
- **The Sage Group plc** in its sales of:
  - Sage Software Healthcare to Vista Equity Partners
  - the Nonprofit Solutions business to Accel-KKR
  - the ACT! contact management and SalesLogix customer relationship management businesses to Swiftpage
  - Sage Software's equity interest in Swiftpage to an affiliate of Jump Capital
- **Independent directors of Snap One Holdings** in its acquisition by Resideo Technologies
- **Chardan Capital Markets**, in its capacity as financial advisor and capital markets advisor to Ventoux CCM Acquisition Corp., in connection with Presto Automation's business combination with Ventoux
- **Sunrise Capital Partners** in its management-led acquisition of substantially all of the assets of SubMicron Systems Corporation, a designer and manufacturer of equipment systems for the semiconductor industry, and subsequent financings of Akrion LLC

**Sports, Media, Gaming and Entertainment**

- **Worldwide Golf** and **Capitol Hill Group** on their acquisition of Big 5 Sporting Goods
- **FNB Corporation** in connection with expanding its long-term sponsorship agreement with the Pittsburgh Penguins, including becoming the Penguins' exclusive banking and financial services partner and official jersey patch sponsor for home and road games
- **Scopely** in its acquisition of control of a Turkey-based company that developed the "Pixel Flow!" mobile game
- **the NBA** in its exclusive global partnership with, and equity investment in, Sportradar
- **the XFL** in connection with its:
  - combination with the United States Football League
  - relaunch as a professional football league following its acquisition by investors, including Redbird Capital Partners
  - global partnership with Disney and ESPN for broadcasting rights for gameday content and other events
  - contemplated collaboration with the Canadian Football League
- **Bruce Sherman**, as lead investor of a consortium, including Derek Jeter and Michael Jordan, in the creation thereof and acquisition of the Miami Marlins Major League Baseball club, following which Mr. Sherman became the chairman, principal owner and control person of the Marlins. This transaction was featured in *Law360*'s profile of Skadden as M&A Group of the Year
- **the Tampa Bay Buccaneers** in connection with various corporate and commercial matters
- **the National Hockey League** in its multiyear strategic partnership with PointsBet
- **the PGA TOUR** in the:
  - sale of EZLinks Golf to NBC Sports Group, a subsidiary of Comcast
  - prior merger of its affiliate with an affiliate of EZLinks Golf to create a joint venture, EZLinks Golf LLC, a leading online tee-time reservation business, which was featured in *Law360*'s profile of Skadden as Sports Group of the Year
  - acquisitions by EZLinks of (a) Integrated Business Systems and (b) Distinct Software Solutions and related debt and equity financings, including a significant minority investment by Providence Equity Partners
- **The PGA of America** in its strategic partnership with Legends
- **XM Satellite Radio Holdings** in its merger of equals with Sirius Satellite Radio
- **the significant stockholders of The Todd-AO Corporation** (now Liberty Livewire Corporation), a movie and television post-production company, in its merger with Liberty Media Corporation
- **RODE Microphones** in its acquisition of pro audio leader Mackie
- **Callaway Arts & Entertainment** in its refinancing and restructuring

**Automotive and Equipment**

- **Dayco, LLC** in:
  - connection with its sale to Hidden Harbor Capital Partners
  - a dividend recapitalization
  - its acquisition of substantially all of the assets of Metavation LLC
- **MSX International**, an automotive outsourcing leader, in connection with its sale to Bain Capital
- **DexKo Global** in connection with governance matters

- **Hughes Telematics**, a provider of voice and data connections and technology products for vehicles, in its merger with Verizon Communications
- **Deere & Company (John Deere)** in its acquisition of Richton International

**Hospitality and Real Estate**

- **The PGA of America** in its strategic partnership with Legends, pursuant to which Legends will operate on-site, online, licensing and corporate merchandising for the PGA's spectator championships
- **Intrawest Resort Holdings** in its corporate reorganization in connection with its initial public offering
- **Aztar Corporation**, a hospitality and gaming company, in its announced (but terminated) merger with Pinnacle Entertainment, the subsequent four-way bidding contest culminating in a merger with Columbia Sussex, and in related divestitures of casino properties
- **Cendant** in its acquisition of Ramada Franchise Canada
- **NRT Incorporated**, the largest residential real estate brokerage company in the U.S., in several acquisitions, including acquisitions of The Sunshine Group, Ltd., The Corcoran Group and Gundaker Real Estate Co. and related real estate entities

**Energy and Industrial**

- **GE Vernova** in its acquisition of Prolec
- **a data center and infrastructure company** in a joint venture with a real estate investment company
- **Chardan NexTech Acquisition 2 Corp.** in its business combination with Dragonfly Energy
- **Hyzon Motors**, a global developer and supplier of hydrogen fuel cell technology, in connection with its evaluation of strategic alternatives
- **BillerudKorsnäs AB** in its acquisition of Verso Corporation
- **Cellu Tissue Holdings** in connection with a recapitalization and corporate matters regarding its acquisitions of paper manufacturing companies

Mr. Brill has also represented **Culligan**, **Loews** and **Renovate America** in connection with various corporate transactions or other matters.

**Health Care, Life Sciences and Pharmaceuticals**

- **UnitedHealth Group Incorporated** in its acquisition of Oxford Health Plans
- **American Medical Security Group** in its acquisition by PacifiCare Health Systems
- **Valeant Pharmaceuticals International** in its acquisition of Bausch & Lomb; and in its merger with Biovail Corporation, the largest publicly traded pharmaceutical company in Canada (*The Globe and Mail*'s Health Care Deal of the Year)
- **ICN Pharmaceuticals** in its acquisition of the publicly held shares of Ribapharm
- **Endo Pharmaceuticals Holdings** in its acquisition of Algos Pharmaceuticals Corporation via merger, thereby becoming a publicly traded company

**Consumer Products and Retail**

- **Mars, Incorporated** in its acquisitions of (i) Nutro Products from Bain Capital Partners and (ii) certain assets from Menu Foods Income Fund
- **The Dial Corporation**, a leading manufacturer of personal care and cleaning products, in its merger with Henkel KgaA
- **International Flavors & Fragrances** in its acquisition of Bush Boake Allen
- **Abercrombie & Fitch** in various commercial and financing transactions with a third party to develop apparel in connection with the launch of a new brand

****

Mr. Brill has provided *pro bono* legal services to nonprofit organizations, including the National Academy Foundation (NAF). He serves on the board of directors of NAF and is president and a director of the Little League Baseball and Softball organization in his hometown. He also has volunteered as a coach of his children's youth sports teams.