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## **Evan Goldberg, Entrepreneurial Strategy, Mergers & Acquisitions**

*“The essence of strategy is choosing what not to do” – Michael E. Porter*

Evan is the founder of Garrison Street Partners, Inc. Evan is an experienced advisor with expertise in strategy consulting, entrepreneurial management, principal investing, and mergers and acquisitions. Prior to founding Garrison Street, he was managing principal of Nobska Partners, LLC a private equity fund established to invest in and operate lower-middle market companies. In this capacity he sourced and evaluated hundreds of investment opportunities, negotiated and structured deal terms and raised capital to fund these investments.

He was a Vice President in Strategic Business Development at JPMorgan Chase in New York, where he led teams responsible for managing acquisition, venture, divestiture and strategic alliance activities. At Morgan Stanley, he was involved in venture investing and strategic planning.

As a management consultant at Mitchell Madison Group and the strategy group at Deloitte Consulting, he advised senior management of Fortune 100 companies on growth initiatives including product launches, scenario planning and analysis, and general corporate strategy.

Additionally, Evan has operated a health services company, and has worked with businesses in healthcare, financial services and media. Evan holds an MBA from the Kellogg School of Management at Northwestern University in finance and marketing and graduated with honors from Trinity College with a BA in economics and French.