

M&A advisory and strategic advisory for founders of B2B, media, and data companies — from the person who has been on both sides of the table on transactions from Seed through IPO.

WHO WE WORK WITH

Founders and majority shareholders of:

- B2B SaaS, data, research, and analytics companies
- Digital media, publishing, and information businesses
- MarTech, AdTech, and marketing services firms

Typical revenue range: \$2M – \$75M

Deal sizes: Sub-\$50M transactions and capital raises.

What founders get from Ithron:

- Sector depth in media, data, and B2B SaaS — not a generalist who learned your industry last week
- Operator background: a decade running strategy and corporate development from inside, not just advising from outside
- Transaction experience on both sides: sell-side, buy-side, capital raises, and pre-process advisory
- FINRA-registered broker-dealer representative (Series 79, 82, 63) through Finalis Securities LLC
- New York-based boutique — senior attention on every engagement

SERVICES

M&A Advisory

Sell-side and buy-side advisory for founders and acquirers. Full-process or pre-process consulting.

Capital Raises

Equity and debt private placements. Seed through Series B. Investor targeting, outreach, and term negotiation.

Fixed-Fee Entry Products

Transaction Readiness Audit (\$7.5–12.5K). Investor Targeting Package (\$5–8.5K). Defined scope, defined fee.

Fractional CFO & COO

Part-time financial & operating leadership for Series A–B companies.

Fractional CIRO

Investor relations advisory for pre-IPO and private companies approaching a significant capital event.

Strategic Advisory

Ongoing thinking-partner retainer for founders navigating capital events, board dynamics, or inflections.

REPRESENTATIVE EXPERIENCE

eMarketer → Axel Springer

Led strategy, corporate development, and operations at eMarketer for nearly a decade. Spearheaded the transformation culminating in its \$250M sale to Axel Springer in 2016. Subsequently supported Axel Springer's M&A and portfolio strategy.

ICR Inc.

SVP at ICR, where he built the institutional digital assets investor relations practice, co-developed a Nasdaq crypto conference, and advised public and pre-IPO companies across media, technology, and financial services.

Let's talk.

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