CHRISTIAN PUSCASIU

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experience

PRESIDIO INVESTORS

SAN FRANSCICO, CA / AUSTIN, TX

2017- **Managing Partner** present Co-lead \$400MM A

Co-lead \$400MM AUM lower middle-market focused on technology, media, and financial services investing in (mostly) founder-led niche leading companies with high growth potential.

- Responsible for 3 of 7 control buyouts; all performing on or ahead of underwritten plan:
 - Alliant National: leading regional title insurance (top 10 US) underwriter
 - Elevate Semiconductors: #2 global fabless semiconductor firm in ATE (automated test equipment)
 - Centennial Media: market-leading data-driven publisher of single-issue publications
- Raised Fund II from international, institutional investors, including high-quality US and European pension funds, nearly quadrupling predecessor fund
- Recruited and designed high-performing team with diverse skills and backgrounds; also invested heavily in operations with a CFO and Head of Busines Development; more than doubled the team size
- Designed and implemented institutional quality private equity processes despite small AUM:
 - Established standard investment process to move from idea to acquisition and value-added plan
 - Formed unique strategic relationship with key commercial consultant with access to global experts
- Established ESG & DEI committee and implementing UNPRI protocol, unique for a small firm

2015-2017

CDPQ

NEW YORK, NY

SVP, Co-Head of Direct Private Equity

Led Private Equity team across NY, Montreal and Singapore offices for CDPQ, Canada's second largest pension fund with CA\$ 270B in AUM and CA\$ 20B in direct investments. Successfully merged newly recruited traditional PE professionals with legacy team members to grow team from less than 10 to over 50 professionals. Transformed CDPQ's PE approach from passive co-investments to solo direct and active partnership investments.

- Responsible for 15 of 22 deals completed (~CA\$ 5B of CA\$ 7B capital deployed) in direct and co-underwritten investments globally with strong governance and board rights. Successful portfolio with numerous exits, including: Airbnb, Avid Exchange, Greenstone, Alix Partners, Sedgewick, Palantir, Sterling, USI
- Created cohesive team from small existing base, new recruits and internal transfers focusing on competence and reliability, while instilling pro-active approach to sourcing, diligencing and managing investments:
 - Built high performing NY office from 2 to 20 people despite institutional structural limitations
 - Trained and encouraged formerly passive co-invest Montreal team to source and manage deals actively
 - Staffed all deals across offices to build shared work and cultural norms; also included other CDPQ departments
- Designed and implemented efficient private equity processes inside a traditional state-owned asset manager:
 - Instituted standard processes to prioritize deal flow, approve deeper dives and due diligence expenses
 - Streamlined investment approval materials and processes to keep pace with competitive sales and partners
 - Created monthly (high-level) and quarterly (in-depth) portfolio reviews process across 50+ company portfolio
- Established forum to discuss, staff and monitor board appointments and goals of board work
- Developed implementation strategies to drive deployment goals across new sectors and geographies:
 - Drove sector focused strategy to build subsector and thematic priorities and in order anticipate opportunities
 - Led review of tech strategy resulting in CDPQ re-entering the sector after 10+ years by identifying structurally unique opportunities; deployed US\$500MM in three late-stage companies in addition to "old tech" investments
 - Named Head of Americas and prioritized countries in LatAm leading to unique opportunities in Brazil

2013-2015

THREE BRIDGES VENTURES

PIEDMONT, CA

Founder & General Partner

Founded TBV, an early-stage investment partnership to help young companies with technology platforms aimed at solving existing enterprise problems to progress "from garage to office" leading "Seed" and "Series A" financing rounds. Largest exit: **Volta Charging** (NYSE: VLTA)

2013-

UNIVERSITY OF CALIFORNIA

BERKELEY, USA

present Adjunct Professor/Lecturer

Teaching Masters students at the Haas School of Business and the Fung Institute of Engineering in the fields of Private Equity, Finance and Entrepreneurship. Founding board member of MET (Business/Engineering) Program.

2007–2013 EQT MUNICH, GERMANY

Partner

Sourced, executed, monitored & restructured investments across all corporate business lines in €18B PE firm.

- Joined EQT to develop new business line focused on public market investing ("Public Value"), completed business plan and attracted cornerstone investor; business line ultimately scrapped due to capital market volatility in 2008
- Developed pan-European minority equity business capital markets approach for Expansion Capital II:
 - Created **United Digital Group**, a €100M leading German digital marketing firm, by combining nine independent agencies under EQT leadership to provide most comprehensive service offering in the market
- Named Head of Germany for under-performing Opportunity fund, responsibility for two largest investments:
 - Restructured team and initiated new business plan review for all 5 portfolio firms. Portfolio delivered ~1.0x of capital from 0.3x valuation; advised to close fund for new investments due to market and strategy mismatch
- Led €500M financing of €1B public-to-private transaction of **Securitas Direct**, the leading residential alarm monitoring company in Scandinavia and Iberia in difficult 2007 and 2008 financing market for EQT V fund
- Led global Services sector team; responsible for **UNPRI**: developing, monitoring & reporting of the Protocol of Responsible Investing, including social responsibility ("CSR") factors; winner of inaugural "Best Assist" award

2004–2007 PRIDES CAPITAL

SAN FRANCISCO, CA

Co-Founder/Partner

Co-founded \$550M investment firm to focus on strategic block public and private investments. Among others, acquired **Pegasus Solutions** in a "go-private" and the orthopedic division of **HealthTronics** to form **SanuWave**

2005 SANUWAVE ATLANTA, GA

Interim-CEO (while still Partner at Prides Capital)

Led and restructured SanuWave to create independent med-tech company. Initiated strategic review to further investment in dermatology product, stabilization of orthopedic business and sale of veterinary unit.

2000–2004 BLUM CAPITAL PARTNERS

SAN FRANCISCO, CA

Vice President

Responsible for structuring transactions, coordinating due-diligence and monitoring portfolio companies in \$2.5B private equity and public strategic block investment firm; primary responsibility for 5 portfolio companies.

- Completed due-diligence and strategic block investment in \$3B NCR/Teradata; explored strategic opportunities including spin-offs, benchmarking, and acquisitions; explored potential going-private prospect
- Co-led the \$800M going-private transaction of **CB Richard Ellis**, the world's largest real estate services firm, incl. acquisition of **Insignia Financial Group** in \$400M go-private transaction & IPO for a combined >10x return
- Identified, executed and exited public, equity investment in ITT Educational, generating 120% IRR/ 1.5x return

1997–1998 AEA INVESTORS, INC.

NEW YORK, NY

Analyzed business plans and offering memoranda relating to market characteristics, competitive position, scenarios on future performance and valuation; worked on over 15 transactions over 24-month period in US and Europe.

1994–1996 BAIN & COMPANY

SAN FRANCISCO, CA

Consulting projects involving growth strategies, the impact of deregulation, cost savings in the software, telecom services and equipment, financial services, and agricultural industries. Promoted at earliest possible time.

1992–1994 **GEOWORKS, Engineer** (PC operating system and application design, developed calculator app)**ALAMEDA, CA**

1992 **TECHNICAL, Founder** (start-up to develop touchscreen-based CAD workstation)

BERKELEY, CA

education HARVARD BUSINESS SCHOOL

BOSTON, MA

1999–2000 Master of Business Administration with Distinction (top 10%). Loeb Scholar: Top 10 (out of 880) students as selected by Finance faculty. Winner of HBS Tennis tournament; Captain of section basketball A-team.

1989–1994 UNIVERSITY OF CALIFORNIA AT BERKELEY

BERKELEY, CA

Bachelor of Science in Electrical Engineering and Computer Science. Dean's List and Honors. Letterman on the varsity tennis team.

personal

Native German and English speaker; conversant in Italian, Romanian, French and Spanish. Semi-professional tennis player; skier; avid long-distance runner (2:52:50 marathon, two 50 mile race finishes).