

LAWDRAGON

The Thrill of High-Level Problem-Solving, with Moses Singer's Lindsay Kaplan

By Emily Jackoway



This year, M&A lawyer Lindsay Kaplan is celebrating 15 years with New York firm Moses Singer. Since day one, her outlook has been the same: View every thorny problem as a compelling opportunity.

That excitement for problem-solving was instilled in her by her grandfather, an NYU Law graduate. Kaplan, meanwhile, attended the Cardozo School of Law and joined Moses Singer as a summer associate between her 2L and 3L years. Clear on her path, she came on board as an associate immediately after graduation and has spent her entire career with the firm – including seven years as a partner in the firm's corporate group. In that time, she has acted as a dedicated counselor and decisive dealmaker for small-to-mid-size companies at all stages of development. She represents both buyers and sellers in mergers, acquisitions and divestitures,

spearheading deals and providing crucial counsel to companies in moments of pivotal change.

This year, Kaplan headed Moses Singer's multi-faceted representation of AI-powered travel and event planning platform Reposite through its sale to event and planning technology provider Cvent. The deal required bringing together the firm's Mergers & Acquisition, Information Technology and Tax groups to collaborate on the complex transaction. She was

also part of the team that advised leading email marketing company Ergo in its sale to portfolio company Shift Paradigm.

But Kaplan's practice isn't solely defined by splashy deals. She also acts as an outside ear for routine business concerns, providing in-house counsel-style advice on general topics ranging from internal structuring to compensation arrangements to commercial contracts. She backs up her business knowledge, too; last year, Kaplan earned her Certificate of Completion from VC University, a comprehensive course in venture finance created by Venture Forward, the National Venture Capital Association and the University of California, Berkeley, School of Law. She was trained in startup-specific business concerns and advanced venture capital concepts.

Kaplan shares her guidance in broader contexts both internally and externally, as well. On the firm's website, she hosts a recurring series of corporate and M&A insights called "Top 3 with Lindsay," where she provides her perspective on ways for buyers to protect investments, common issues in employment agreements, high-priority concerns for business founders and more. Within the firm, she acts as a mentor to junior associates, helping guide the next generation of problem solvers.

Kaplan is a member of the [Lawdragon 500 Leading Dealmakers in America](#).

Lawdragon: Can you tell us a bit about the scope of your practice?

Lindsay Kaplan: My practice is primarily focused on two areas: the first, mergers and acquisitions for small to midsize privately held companies, representing both buyers as well as sellers; and the second, acting as "outside in-house counsel" to these companies, overseeing all aspects of their transactional needs. This work spans the lifecycle of the company, from formation to growth and scaling through fundraising and investments, often culminating in a successful exit. In this type of advisory role, one of the things I find most gratifying is being viewed not only as the company's lawyer, but also as their trusted advisor. By handling the clients' day-to-day transactional work (including negotiating commercial contracts), I become a trusted business advisor, someone they turn to for both legal and business advice.

LD: Looking back, did you have any mentors who helped shape your career?

LK: My grandfather, Richard Nussbaum, graduated from NYU Law School at the top of his class. As if that was not impressive enough, he actually completed his last year of NYU undergrad while simultaneously completing his first year at NYU Law School, one of the top-ranked law schools. Not only did he do it with ease and grace, but he consistently looked for ways to help others and expand his knowledge in an array of areas. He viewed his work as a calling. In one of the letters he wrote to my mother while she was in college he said, "That is about all for now. I have to open all the business mail that arrived in the last two days and find out what problems I will have to solve." Most people would have said

“what problems I have to deal with.” He, on the other hand, always looked at law like a Rubik’s Cube he was excited to solve. I model my work ethic around his incredible example.

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LD: Tell us a bit about your early career. How has your time at Moses Singer changed over the years?

LK: Early on, I spent my time building my technical expertise, working through complex legal issues and supporting partners by researching, drafting documents, and attending to the daily tasks involved in our client matters. As I progressed in my tenure, I began to develop business development skills, network and develop my own book of business, so now I focus more on client relationships and leadership in my transactions. I strategize on all aspects of my clients’ matters, shaping the direction of the transaction, managing client expectations, and executing strategic decisions that impact the legal ramifications of a matter. In addition, I work with junior associates to help cultivate the next generation of attorneys.

LD: In your 15 years with Moses Singer, what do you enjoy most about working with the firm? Why is it unique?

LK: Moses Singer is a midsize firm that punches above its weight. Unlike many firms that have partners bring in matters, only to have an army of junior associates work on the client’s matter (many of whom are in and out like a revolving door, leaving the client with the burden, and cost, of constantly getting new associates up to speed), our firm breeds attorneys who generally stay here for most, if not all, of their career. We are invested in our clients, the firm and the culture. We have a significant partner touch on our matters, providing even smaller clients with partner-level attention at a reasonable cost. We are also based out of one central location in the Chrysler Building, which allows for face-to-face interactions between partners across a variety of disciplines, enabling us to think nimbly and cohesively, and act quickly on an array of matters that arise as we negotiate transactions.



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