

October 01, 2018

## Michael Best Expands Corporate Practice with New Hire Nicholas Herdrich

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MADISON (October 1, 2018) – Michael Best is pleased to announce the addition of attorney Nicholas J. Herdrich who joins the firm’s Corporate and Venture Best® groups. Herdrich will be based out of the Madison office.

“We’re thrilled to welcome Nic to Michael Best,” said Bret Roge, Chair of the firm’s Corporate Practice Group. “He brings a wealth of knowledge in the start-up space and will greatly increase our capabilities for our clients.”

Herdrich focuses his practice on mergers and acquisitions, securities law, and general transactional work for start-up companies and investment funds. He offers clients a unique skillset, combining his legal knowledge applicable to start-up companies and his real-world experience as an entrepreneur in two different start-ups.

Prior to his legal career, Herdrich was the chief operating officer, co-founder, and board member of a start-up that created a digital media platform to help consumer-packaged goods brands engage with and target shoppers based on user-level buying data. He also served as the vice president of operations for a company that created a disruptive marketplace for consumer packaged goods manufacturers to sell directly to consumers.

Herdrich received his J.D., *summa cum laude*, from the University of Wisconsin-Madison where he was elected to the Order of the Coif, worked as a student attorney for the Law and Entrepreneurship Clinic, and served as the note and comment editor for the *Wisconsin Law Review*. He received his B.B.A. from the University of Wisconsin-Madison with majors both in marketing and finance.

### Related People

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