

## Nicholas J. Herdrich

Partner

### Overview

Clients turn to Nic for his experienced counsel on a variety of corporate issues, with a focus on mergers and acquisitions, venture capital financings, securities, and other transactional matters involving start-up, emerging businesses, and investment funds. Nic enjoys working with start-up companies in all stages of the life cycle, from forming the company and navigating venture capital financings and growth, to finally exiting the company.

Nic brings a strong start-up background to his work with clients. He co-founded 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, also serving as a board member and chief operating officer. He also gained experience on the executive team with a start-up company that created a disruptive marketplace for consumer packaged goods manufactures to sell directly to consumers, serving as its vice president of operations.

Earlier in his career, Nic was an associate consultant for a global management consulting firm specializing in marketing, sales operations, and strategy.

While in law school, Nic worked as a student attorney at the University of Wisconsin – Madison’s Law and Entrepreneurship Clinic and served as the note and comment editor for the *Wisconsin Law Review*. He started his legal career as a judicial intern to the Wisconsin Supreme Court’s Honorable Annette Kingsland Ziegler.

### Education

- University of Wisconsin-Madison, Juris Doctor (J.D.), *summa cum laude*, 2015; Order of the Coif; *Wisconsin Law Review*
- University of Wisconsin-Madison, Entrepreneurship Certificate, 2015
- University of Wisconsin-Madison, Bachelor of Business Administration (B.B.A.), marketing & finance and investment & banking, 2005



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### Madison

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### Practices

Corporate  
Securities & Capital Markets  
Transactions  
Venture Capital & Private Equity

## Admissions

- Wisconsin

## Related News

### **NEWS**

July 22, 2020

Michael Best Elects Six Attorneys to Partnership

### **EVENT**

Wednesday, February 26, 2020

Ward4: Preparing Your Start-up for an Exit

### **EVENT**

Wednesday, January 22, 2020

How to Get Into an Accelerator Program

### **NEWS**

June 27, 2019

Michael Best Advising Qatar's Hassad in Connection with Acquisition of Equity Stake in Sunrise Foods International

### **EVENT**

June 4-5, 2019

*Wisconsin Technology Council*

Entrepreneurs' Conference