

The Lancer Group continues expansion with addition of Kevin Anderson as Partner in our new Dallas office

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SAN DIEGO, SAN FRANCISCO & DALLAS, TX – The Lancer Group, a leading retained executive search firm that partners with private equity firms, their portfolio companies, and public corporations, announced that Kevin Anderson has joined the firm as Partner in Dallas, Texas. With the addition of the new Dallas office, Lancer Group now has six offices in the US and internationally.

Kevin brings to Lancer Group over 20 years of experience in executive search across the IT services, software, industrial technology, hardware, and communication sectors. Prior to joining the firm, Kevin held leadership roles at Korn Ferry and Heidrick & Struggles. At Heidrick & Struggles, Kevin led the firm's IoT (Internet of Things) practice and was a founding member of the Austin, Texas office where he created a strong technology market presence in the Southwest.

Kevin was previously a founding Partner of Anderson Partners, where he served clients in multiple industries with a focus on private equity and venture capital. His primary focus was developing and growing the firm's technology practice.

"Over the last decade, Texas and the broader Southwest have become major markets for both technology companies and related private equity investments," noted Simon Francis, Managing Partner of Lancer Group. "Given his experience and technology focus, Kevin is a perfect fit to help the Lancer Group expand its dual focus on private equity and technology sectors into this region. More broadly, Kevin's IoT expertise will be a key differentiator for our service offerings."

Added Kevin Anderson: "I was hooked from the time I first heard of The Lancer Groups' go-to-market strategy. They have done a superb job of listening to their Private Equity clients and developing a comprehensive offering including executive search, pre-deal diligence advisory services and equity co-investments. I look forward to being able to provide a new level of service and strategic partnership with my private equity firms clients. The Lancer Group platform allows someone like myself, who comes out of a larger search firm, to have all the resources and tools to quickly start serving my client base. I look forward to building a presence in the Southwest and continuing to grow The Lancer Groups' technology brand within the private equity community. "

THE **LANCER** GROUP

About The Lancer Group

The Lancer Group is a leading retained executive search firm that is trusted by private equity firms, their portfolio companies and public corporations to deliver high-impact leaders. The firm specializes in board-driven search mandates including CEOs, CFOs, C-suite executives and board directors as well as private equity investment professionals and operating partners. The Lancer Group has provided strategic counsel to clients across a range of industries and has particular expertise in technology, industrial, energy, healthcare and consumer markets.

With relationships at over 50 of the top 100 private equity firms, The Lancer Group also provides a range of pre-deal private equity advisory services beyond traditional executive search. These services include deal origination, diligence support and introductions to “backable” executives. The firm also makes equity co-investments through its private equity affiliate, L Capital.

Founded in 1998, The Lancer Group is privately held and operates from six offices: Boston, Dallas, New York, San Diego, San Francisco and Sydney. For more information, please visit: The Lancer Group (www.thelancergroup.com) or L Capital (www.lcapitalmgmt.com).

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