



Brendan Mace

Partner

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Brendan's practice focuses on private equity and mergers and acquisitions. He has experience advising private companies across a range of industries on complex transactions and governance issues and guides clients through each phase of the investment life cycle from initial acquisitions to company management to exit transactions.

As an advisor to private equity funds and their portfolio companies, he has counseled clients in M&A transactions and equity investments. Although Brendan has experience leading M&A transactions across industry segments, he has particular expertise in the food and beverage and software industries. Additionally, Brendan regularly advises private equity fund clients and their portfolio companies on corporate governance and operational matters, including those related to employment agreements, incentive equity grants, and general commercial matters.

Key Matters

Representative Transactions

- Represented Diversis Capital, a private equity fund primarily investing in software and technology-enabled organizations, in connection with the following:
 - Acquisition of a controlling stake in Tempo, the leader in team time management and productivity-enhancing solutions;
 - Acquisition of the business of PureCars Automotive, LLC, a performance-driven company founded on providing automotive dealers with best-in class technology and services that increase revenue and drive measurable growth;
 - Add-on acquisition by PureCars (a portfolio company of Diversis Capital and a leading provider of digital marketing technology and services for automotive dealers) of TruPayments, LLC, a leading financial tech provider that makes it easier for consumers to obtain near penny perfect payment information earlier in the shopping process;
 - Add-on acquisition by Black Box intelligence (a portfolio company of Diversis Capital and a leading provider of data and insights related to workforce, guest, consumer, and financial performance benchmarks for the hospitality industry) of Miller Pulse, LLC, a leading provider of market-level insights to restaurant companies and industry observers;
 - Add-on acquisition by Black Box intelligence of AreTheyHappy, an award-winning customer experience and brand reputation management platform for restaurant and hospitality organizations;
 - Acquisition of the remaining minority interest in Tempo Software, Inc., a leading provider of portfolio management solutions for product development organizations, from Iceland-based Origo (awarded “Technology Deal of the Year” by *The M&A Advisor*);
 - Add-on acquisition by PureCars Technologies, LLC of The AutoMiner, LLC, a leading provider of data mining and software integration for car dealers;
 - Add-on acquisition by Tempo (a portfolio company of Diversis Capital and the leader in team time management and productivity-enhancing solutions) of Amovos, SRO, a Slovakian-based technology company that operates the Old Street Solutions brand, an Atlassian marketplace partner that offers Custom Charts for Jira and Confluence apps; and
 - Add-on acquisition by Tempo of LiquidPlanner, Inc., a project management platform with a predictive scheduling engine to help teams plan, track, manage, and adapt their projects in real-time.
- Represented VMG Partners, a private equity fund investing exclusively in branded consumer companies, in connection with the following:
 - Sale of Sequel to The WhiteWave Foods Company, a leading consumer packaged food and beverage company whose products include Silk® and So Delicious® plant-based foods and beverages;
 - Investment in Quest Nutrition, creator of the World’s Most Loved Protein Bar, and maker of foods and snacks that taste as good as they are good for you;
 - Investment in ILEGAL Mezcal, a leading super premium artisanal mezcal, and later sale of its investment to Bacardi Limited, the largest privately held international spirits company in the world;
 - Investment in [solidcore], a nationwide boutique fitness company who provides pilates-based resistance training;
 - Investment in Undefeated Tribe, a Crunch Fitness Franchisee with locations in Texas and Oklahoma;
 - Investment in Englebert Training Systems (ETS) Performance, which provides youth competitive training facilities for athletes with over 40 locations across Minnesota, Michigan, Wisconsin, Iowa and South Dakota; and
 - Sale of Ghost Lifestyle LLC and Ghost Beverages LLC, disruptive lifestyle sports nutrition businesses anchored by a leading ready-to-drink energy brand GHOST® Energy, to Keurig Dr Pepper (NASDAQ: KDP).

- Represented Century Park Capital Partners, a private equity fund investing in industrials, chemicals, consumer products, medical products, and business services, in connection with the following:
 - Acquisition of Mikaway, an American confectionary business specializing in Japanese pastries, snacks and desserts, including the original Mochi ice cream;
 - Acquisition and subsequent sale of Covercraft Industries, a market innovator in the field of custom-fitted automotive covers for cars, trucks, boats, and other vehicles; and
 - Acquisition of the business of NCP Coatings, Inc., a leading developer and manufacturer of technologically advanced performance coatings solutions for the military, industrial, commercial, and forestry end market.
- Represented Stellex Capital Management, a private equity firm that invests in middle market companies in North America and Europe, in connection with the following:
 - Its platform acquisition of Country Fresh and Sun Rich USA, two divisions previously part of the Fresh Food Group, which will now operate as a standalone company under the “Country Fresh” name. Country Fresh is a premier full-service, fresh food solutions partner for retail, foodservice, club, and convenience stores and also subsequent add-on acquisitions for Country Fresh and its sister company Custom Made Meals; and
 - Its platform acquisition of the James Skinner LLC, a leading manufacturer and distributor of private label in-store bakery products.
- Represented Consortium Brand Partners, a New York based private equity fund managing and investing in global brands and diverse teams across various consumer sectors, in connection with the following:
 - Its acquisition of a majority interest in Draper James, LLC, a Southern-style women’s clothing brand founded by Reese Witherspoon;
 - Its acquisition of the Outdoor Voices brand and certain related assets;
 - Its acquisition of Jonathan Adler Enterprises, LLC, a company that manufactures, develops, sells, and distributes commercial and residential interior design, furniture, home décor, pottery, lighting and art services and products.
- Represented Brynwood Partners a specialist in consumer private equity that combines operating and investing skills to accelerate performance and create value, in connection with the following:
 - Its acquisition of ARYZTA North America’s take-and-bake pizza business, by its newly formed portfolio company, Great Kitchens Food Company, Inc; and
 - Its acquisition of Miracapo Pizza Company LLC, a leading manufacturer and distributor of frozen pizzas and related products.
- Represented Pacific Avenue Capital Partners, a private equity firm focused on corporate divestitures, carve-outs and other complex situations in the middle market, in its add-on acquisition by portfolio company Emerald Textiles, the largest provider of outsourced linen management services and specialty products to hospitals, clinics, and other healthcare facilities in the Western United States, of the West Coast assets of Angelica Corporation, a national healthcare linen services provider.
- Represented Crowe LLP, a leading public accounting, consulting, and technology firm, in the carveout sale of its technology-enabled healthcare consulting business to TPG, a global alternative asset management firm.
- Represented Delicato Family Wines, a California-based winery, in its announced partnership with Francis Ford Coppola Winery, a long-time leader in the wine industry.
- Represented LAACO, Ltd. (LAACO), the owner of the Storage West brand of 59 self-storage facilities, in its sale to CubeSmart (NYSE: CUBE) for approximately US\$1.69B. Storage West is the owner and operator of 59 self-storage assets in the highly desired western markets of Southern California (22), Phoenix (17), Las Vegas (13), and Houston (7).

- Represented Ducommun Incorporated (NYSE:DCO) in its acquisition of Certified Thermoplastics Co., LLC, a leader in precision profile extrusions and extruded assemblies of engineered thermoplastic resins, compounds and alloys for a wide range of commercial aerospace, defense, medical, and industrial applications.
- Represented Hudson Ferry Capital, in connection with the following:
 - Its sale of Alcom, a leading manufacturer of aluminum trailers, to an affiliate of Valley Ridge Investment Partners;
 - Its sale of Ground/Water Treatment & Technology, LLC, a full-service provider of commercial water treatment services, to an affiliate of Ember Infrastructure.
- Represented Simple Mills, provider of more than 30 clean-label baking mixes, crackers, cookies, bars and frostings that are free of gluten, grains, soy and genetically modified ingredients, in connection with Vestar Capital Partners' minority investment in the company.
- Represented Stearn's Products, Inc. (dba Derma E), a leading natural, eco-ethical skincare brand with a mission to deliver high quality, affordable and natural skincare products to consumers, and its founders in the sale of the company to Topix Pharmaceuticals, a portfolio company of New Mountain Capital.
- Represented Synaptics Incorporated (NASDAQ: SYNA) in its US\$95M acquisition of the Multimedia Solutions Business of Marvell Technology Group (NASDAQ: MRVL), a leading provider of advanced processing technology for video and audio applications, also for the smart home.
- Represented Flex Ltd. (NASDAQ: FLEX) and Flextronics International USA, Inc., providers of design, manufacturing and services across the globe for a broad range of electronics products, in connection with the acquisition of AGM Automotive, a leading global supplier of automotive interior components and systems, including overhead console systems, interior lighting, electronic components and textile flooring solutions.
- Represented Maval Industries, L.L.C., in Maval's sale of its Original Equipment Steering Business to an affiliate of Allied Motion Technologies Inc. (NASDAQ: AMOT).
- Represented a consumer finance company in connection with its sale to a Native American Tribe for a total transaction value of US\$190M

Recent Experience

Winston Represented GHOST in its Sale to Keurig Dr Pepper

Stellex Capital Management's Acquisition of The James Skinner

Represented The Honey Pot Company Holdings, LLC, a leading better-for-you feminine care brand, in the sale of a controlling stake in the business to Compass Diversified (...)

Winston Represented Interlock Equity in Investment in evolv Consulting

Crowe LLP's Carveout Sale of its Health Care Consulting Business

Hudson Ferry Capital Sale of Ground/Water Treatment & Technology

LAACO, Ltd.'s Sale to CubeSmart

Century Park Capital Partners's Sale of Covercraft

Holicy Inc. Closes its Business Combination with Astra Space, Inc.

Holicy Inc. Business Combination with Astra

Recognitions

Brendan was recognized as a “Key Lawyer” *The Legal 500 US* in the areas of M&A/Corporate and Commercial: M&A Middle Market (2024) and Private Equity Buyouts (2024–2025).

Activities

Brendan is committed to pro bono matters where his work focuses on advising non-profit corporations on formation and governance issues. Brendan is also a member of Winston’s pro bono committee.

Credentials

EDUCATION

Brendan received his B.A. in History, *summa cum laude*, from the University of Southern California in 2007. He received his J.D. from UCLA School of Law in 2013 where he graduated *Order of the Coif*. While in law school Brendan served as the Co-Editor-in-Chief (2012-13) and Co-Chief Articles Editor (2011-12) of the *UCLA Pacific Basin Law Journal*.

ADMISSIONS

- California

Related Insights & News

- “PE Minority Investments Offer Alternative Capital During Crisis,” *Law360*, May 29, 2020
- “RWI Policies in the Coronavirus Era,” *Bloomberg Law*, April 2020.
- “Considerations for Stakeholders Regarding Rights and Remedies when a Borrower is in Default,” ACG Chicago’s *The Journal*, December 2017.

RECOGNITIONS

Winston & Strawn Recognized in *The Legal 500 U.S.* 2025

JUNE 12, 2025

RECOGNITIONS

Winston & Strawn Recognized in *The Legal 500 U.S.* 2024

JUNE 12, 2024

SPONSORSHIP

Winston & Strawn Sponsors the 2024 ACG DealMAX Conference

APRIL 29, 2024

RECOGNITIONS

Winston's Los Angeles Corporate Team Receives Award for Cross-Border Tech Deal

JULY 2023

SEMINAR/CLE

Winston Transactions Chair Leads Discussion on State of the Market for Private Equity

JUNE 7, 2023

PRESS RELEASE

Winston & Strawn Names 19 New Partners

DECEMBER 6, 2022

ARTICLE

COVID-19 Hotel M&A Contract Case Offers Drafting Takeaways

APRIL 1, 2021

ARTICLE

PE Minority Investments Offer Alternative Capital During Crisis

MAY 29, 2020

CLIENT ALERT

COVID-19-Spawned "Busted Deal" M&A Litigation and MAEs

MAY 11, 2020

ARTICLE

RWI Policies in the Coronavirus Era

APRIL 9, 2020

CLIENT ALERT

Potential Impacts on Private Equity Funds and their Portfolio Companies from the Department of Labor's Preliminary Guidance on the Families First Coronavirus Response Act

MARCH 26, 2020

ARTICLE

Considerations for Stakeholders Regarding Rights and Remedies when a Borrower is in Default

DECEMBER 22, 2017

Capabilities

Mergers & Acquisitions

Private Equity

Corporate Governance

Transactions

Technology, Media & Telecommunications

Health Care

Food & Beverage