



# Transactional Risk & Insurance

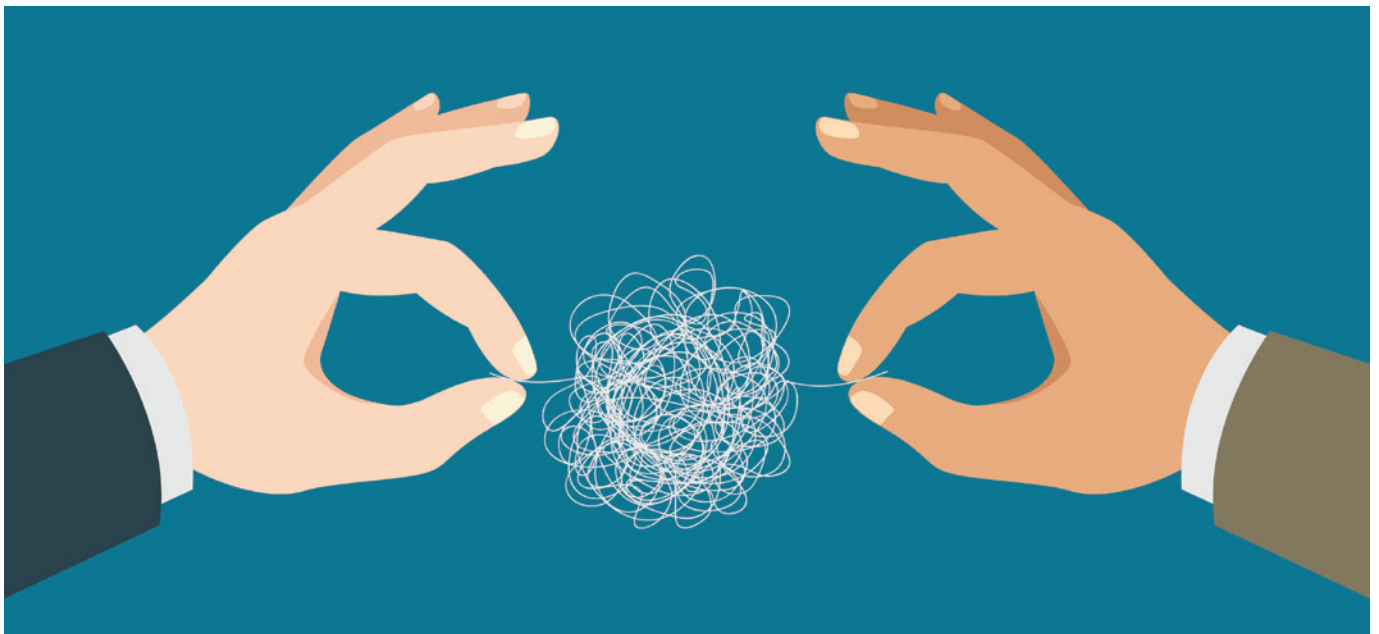
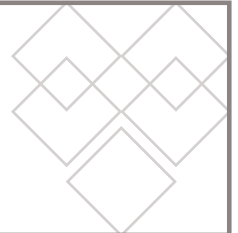
2020



PROFILED:

**KIRK SANDERSON**

M&A Insurance Solutions LLC





Transactional Risk  
& Insurance



## KIRK SANDERSON

Managing Partner

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### PERSONAL BIOGRAPHY

**Kirk Sanderson** is managing partner of M&A Insurance Solutions and is responsible for overseeing all aspects of M&A/R&W insurance programme structuring, product development and driving the firm's vision of a global digital M&A workspace. His passion for providing a better client and user experience is the force behind the only cloud-based R&W insurance delivery platform, The RW Exchange ([www.RW-Exchange.com](http://www.RW-Exchange.com)), currently accessible to all M&A lawyers, investors, insurers and brokers. He brings 15 years of strategy, innovation and technology expertise across the intersections of M&A, insurance and law.



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## Q&amp;A WITH KIRK SANDERSON

**What do you consider to be your major career achievements?**

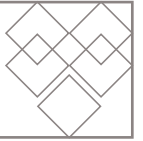
◆ In April of 2017, I opened M&A Insurance Solutions, the only representations & warranties insurance (RWI) brokerage in the US focused exclusively on structuring RWI and other transaction risk insurance placements on behalf of private equity, corporate, other investors and the legal counsel that represent them. Building on the firm's success, in February of 2019 we announced the first and only cloud-based RWI delivery platform in the world, The RW Exchange, managing and tracking placements in the cloud. For the first time, the client and their deal teams can truly control the process by working directly with insurers on a shared digital platform, enhancing transparency for all parties. While these achievements may provide the pinnacles of my personal career, I share with and attribute my success to the special mentors, many partners and talented advisers that have helped make them possible along the way.

**Looking back, have you fulfilled the ambitions and aspirations you set for yourself early in your career?**

◆ After joining a large international insurance broker early on, I was surprised at how limited technology and innovation was as part of the corporate strategy within the industry. Realising this as an opportunity, I focused my attention towards how technology could create a better client experience while driving meaningful change. Recognising that larger organisations are typically slow to embrace innovation, it was apparent that this journey would best be realised through a boutique business model focused on a niche market that is agile and thrives in an early adoption growth curve environment. Looking back at what we have built and where we currently stand, I could not be more pleased. We are now in the driver's

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seat and on the forefront of all things technology and innovation in the R&W/M&A insurance marketplace. Our primary motivation comes from all those along the way that say, “it cannot be done”.

**Reflecting on your area of expertise, how do you see this sphere of the market shaping up over the coming months? Are any exciting trends or developments on the horizon?**

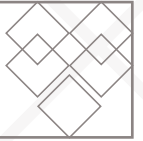
◆ From 2014-2019 there was a lot of movement by insurers starting up new underwriting platforms, with little response by brokers. 2020 was the year that brokers finally realised the untapped opportunity of starting a new brokerage venture. This has lent itself to more competition on the brokerage side as differentiation and specialisation become all that much more paramount in M&A investors’ and lawyers’ decision criteria for selecting a broker. As the RWI product has become more mainstream and most participants have a good handle on the market, M&A deal teams are now looking for greater transparency, more control and expedited execution speed. Everything from large PE firms building programmatic brokerage capabilities in-house, to law firms going direct to insurance markets, will all lend themselves to reducing the participation retail brokers play by subsidising the brokerage role with technology. ■



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**REPRESENTATIVE ENGAGEMENTS**

- ◆ Advising a leading global PE firm on building an R&W brokerage platform internally by utilising our cloud-based platform, The RW Exchange (RWX), to control and expedite execution while harnessing aggregate information across the portfolio.
- ◆ Retained by a long-term, global, multi-asset investor on a recent \$1bn acquisition of US-based REIT assets to structure a \$250m insurance tower utilising our proprietary cloud-based RWX tool to seamlessly manage seven separate insurers and backstop any post-closing REIT qualification, tax and/or R&W exposures.
- ◆ Structured a custom M&A policy for a global home goods manufacturer in a \$100m investment to allow parties to work around a few environmental and tax representation issues and retain a good working relationship with the company upon close and going forward.
- ◆ Engaged by a publicly traded global company on a \$400m acquisition of a leading provider of direct marketing solutions using R&W insurance to deliver a no-seller-indemnity solution.

