



M&A Value Creation through Data & Analytics

Data and analytics are increasingly transforming the way deals are done. Join our workshop and experience how advanced analytics is becoming a major driver of competitive advantage in M&A transactions. We will discuss leading practices and real-life examples how PEs and corporates are combining big data, state-of-the-art technology, and advanced analytical techniques to make smarter decisions, uncover more deal value and create better returns on investment. We will highlight use cases for data and analytics along the entire deal continuum, all the way from target search to due diligence and integration. We will also cover the rapidly increasing importance of alternative (external) data, to supplement and enrich company-internal data and generate critical insights to inform M&A decision-making.



Simon Malin

Partner PwC Switzerland

Simon is a Partner in PwC Switzerland's Deals Practice, focusing on data and advanced analytics. He has 15 years of M&A experience and spent the last 9 years in the New York and Los Angeles offices of PwC US. Until recently, he led the US firm's Value Consulting, Modeling & Tools practice on the US West Coast. Today, Simon is based in Zurich and leads the Swiss Deals Analytics practice. His team is combining advanced analytical techniques with latest technology and industry expertise, to help clients make smarter decisions, uncover more value and create better returns on investment. Simon is working with both corporate clients and private equities, generating data-driven insights and facilitating shareholder value creation across the entire deals continuum. He is leading PwC's M&A efforts in the Retail & Consumer space and also has vast experience working with clients in the TMT sector. Simon is a CFA charterholder and studied at the University of St. Gallen (HSG), Singapore Management University and Columbia Business School in New York.

Contact: Simon Malin

Tel.: +41 58 792 15 32

E-Mail: simon.malin@pwc.ch

Website: www.pwc.ch