



- **Over 25 years of experience advising consumer products companies**
- **Completed over 150 financial transactions aggregating more than \$14 billion**
- **B.S. in Civil Engineering from the American University of Beirut**
- **M.B.A. in Finance and Accounting from Columbia Graduate School of Business**

## Fuad Sawaya

Co-founder & Managing Director

212.331.0151 | [fuad@sawayasegalas.com](mailto:fuad@sawayasegalas.com)

Fuad Sawaya brings more than 25 years of experience advising some of the most respected consumer companies on Mergers & Acquisitions and Strategic Financial Advisory assignments. Prior to co-founding Sawaya Segalas & Co., LLC, Fuad's career began at PaineWebber, Inc. as a Summer Associate in 1985 in the Mergers & Acquisitions department where he worked as a generalist on many of the group's most important assignments including the acquisition of National Car Rental and the sale of FoxMeyer Drug to McKesson, Inc. Upon the arrival of Hercules Segalas in the late 1980's and the subsequent founding of the Consumer Products Investment Banking Group, Fuad decided to focus exclusively on serving the needs of this industry group and became the M&A Liaison for the Consumer Products Group where he spearheaded many of its most prominent transactions including the sale of Snapple Beverages to Quaker Oats, the recapitalization of Randall's Supermarket with KKR and the sale of Armor All Products to The Clorox Corporation. He was a member of PaineWebber's Investment Banking Management Committee, its Fairness Opinion Committee and Promotion Committee.

In the late 1990s, Fuad was asked to run the Consumer Products Group. When he and Herc Segalas led PaineWebber's Consumer Products M&A business in the 1980's and 1990's, their focus was primarily on strategic transactions and M&A advisory assignments. Fuad provided strategy, oversight, and a talent for bringing companies and individuals together. Veteran analyst Herc Segalas led the networking and research aspect of the transactions, and together they built a powerhouse M&A team. With Herc, the team completed more than 120 M&A and financing transactions aggregating more than \$14 billion in value. Led by Sawaya and Segalas, the team closed some of the most talked-about transactions in the industry.

As PaineWebber's Consumer M&A business expanded and the team's expertise deepened, Fuad began centering the business platform around household products, personal care, food & beverage and houseware segments. He developed working relationships with global and domestic consumer companies at the Chairman, CEO and CFO levels, and he positioned his group as a strategic resource for the Private Equity/LBO Sponsor community. **continued**

## Fuad Sawaya continued

Recognizing the successes achieved by PaineWebber's Consumer Products Group, Fuad was courted by a number of major Wall Street firms and finally opted to join JP Morgan to run their Middle Market Consumer Products effort. Shortly thereafter, this effort resulted in the successful sale of SOBE Beverages to PepsiCo., Inc. and the completion of a joint-venture between the laundry businesses of USA Detergents and Church & Dwight.

In 2001, following JP Morgan's merger with Chase, Fuad began to realize his goal of becoming one of the leaders in consumer Mergers, Acquisitions and Financial Advisory Services, by reassembling members of his former PaineWebber team to form the basis of Sawaya Segalas & Co., LLC. This growing team has created lasting value for brand-based businesses by closing over 32 transactions since 2001. In 2006, the firm announced its largest transaction to date, the sale of Advantage Sales & Marketing to a consortium led by J.W. Childs and Merrill Lynch Global Partners for \$1,050 million.

Fuad earned a B.S. in Civil Engineering from the American University of Beirut and an M.B.A. in Finance and Accounting from Columbia Graduate School of Business.

## Transaction Highlights

Sale of Snapple Beverage to The Quaker Oats Corporation | \$1,700 M  
Acquisition of National Car Rental by an investor group | \$1,642 M  
Sale of Fabergé to Unilever | \$1,550 M  
Recapitalization of the Randall's Supermarket Chain with KKR | \$780 M  
Sale of FoxMeyer Distribution to McKesson Corporation | \$570 M  
Acquisition of Coty, inc. from Pfizer by Benckiser | \$440 M  
Sale of the Prestone Products Corporation to Allied Signal Corp. | \$415 M  
Going private transaction of the Swisher Corporation | \$410 M  
Sale of SOBE Beverages to PepsiCo., Inc. | \$380 M  
Sale of the Armor All Products Corporation to The Clorox Corporation | \$375 M  
Sale of the American Safety Razor Corporation to an Investor Group | \$307 M  
Sale of La Petite Holdings to Chase Capital | \$280 M  
Sale of Select Beverages to Cadbury-Schweppes/The Carlyle Group | \$245 M  
Sale of Carson, Inc. to L'Oréal | \$230 M  
Acquisition of Orange Crush from Procter & Gamble by Cadbury | \$210 M  
Sale of Confab to Tyco International | \$200 M