

# Brian Hirsch

Managing Director - Greenhill SAVP

bhirsch@greenhill.com

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## Experience

### **Board Member at Pontiflex**

April 2008 - Present (4 months)

Pontiflex is the industry's only open and transparent lead generation marketplace. Hundreds of publishers, advertisers agencies and technology providers connect through Pontiflex to make lead generation marketing simple, effective and profitable.

### **Board Member at FTRANS Corp.**

April 2008 - Present (4 months)

FTRANS Corp is the inventor of Trade Credit Express™. In cooperation with financial institutions, FTRANS provides businesses with a new B2B payment system which provides B2B sellers with all of the benefits of accepting a bank credit card for payment while still providing their B2B buyers with free and flexible credit terms. In addition, B2B sellers reduce their risk, minimize cost, and free their time as FTRANS conducts the tasks involved with customer credit administration. As a result, businesses can focus their resources on more important items such as customers and growth. For banks, this payment system provides them with a safe business lending platform allowing them to increase lending, deposits, and fees with existing and new customers.

### **Board Member at BDMetrics**

November 2007 - Present (9 months)

### **Board Member at BestContractors.com**

July 2007 - Present (1 year 1 month)

### **Board Member at Serious, Inc.**

December 2006 - Present (1 year 8 months)

### **Board Member at Ikobo.com**

September 2006 - Present (1 year 11 months)

### **Managing Director & Co-Chairman at Greenhill SAVP**

March 2006 - Present (2 years 5 months)

Greenhill SAVP, an early growth stage venture capital fund, backs seasoned entrepreneurs focused on the next generation of innovation: Technology Enabled Services (TES) and Business Information Services (BIS).

Silicon Alley Venture Partners ("SAVP") was originally founded in 1998. In early 2006, SAVP and Greenhill & Co. combined resources to create Greenhill SAVP ("GSAVP") to focus on early growth

investing in Technology Enabled and Business Information Services (TES/BIS) companies primarily located in the Greater Tri-State Area from eastern Pennsylvania to northern Connecticut.

**Board Member at YellowJacket**

November 2006 - February 2008 (1 year 4 months)

YellowJacket was acquired by The Intercontinental Exchange (NYSE: ICE) in February 2008.

**Board Member at eCredit.com**

April 2003 - December 2006 (3 years 9 months)

**Board Member at KnowledgeStorm**

December 2001 - December 2006 (5 years 1 month)

**Managing Partner at Silicon Alley Venture Partners**

2004 - March 2006 (2 years)

**Board Observer, Investor at Optum, Inc.**

February 2004 - September 2004 (8 months)

**Principal at Sterling Venture Partners**

April 2001 - December 2003 (2 years 9 months)

Led all technology-related investments for the \$136 million venture fund. Left in January 2004 to launch a new venture fund - Clearview Venture Partners.

**Vice President at ABN AMRO Private Equity**

October 1997 - April 2001 (3 years 7 months)

Led and assisted in technology and telecom-related investments for the US venture fund for ABN AMRO bank in Chicago.

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Education

**Brandeis University**

B.A., Economics, American Studies, 1991 - 1995

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[Contact Brian on LinkedIn](#)